

OCT 30 1918

The War in Pictures

October 5th
1918

Leslie's

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At the sign of the Red Triangle

C. Roy Baldridge
France
~1918

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represents only a tithe of the cost in life and labor, in brains and blood, of the knowledge we inherit to-day. Civilization already has spent more than this huge sum merely for the knowledge it now has of the extent to which the German national soul has been enslaved by the Prussian Military Autocracy.

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OCT 30 1918 ✓



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JOHN A. SLEICHER,
Editor-in-Chief
CONKLIN MANN, *Managing Editor*

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ROUNDING UP THE PRUSSIAN GUARD

As the Allies drive on in northern France, cellars and dugouts give up their quotas of Hun soldiers. Here are German

prisoners preparing to carry a wounded comrade back to the hospital. They are members of a crack Prussian regiment.



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EDITORIAL

"Stand by the Flag:—In God We Trust"

Labor's Place in War

THE New York *Chronicle* questions the wisdom of sending an American labor mission to the Labor and Socialist Conference at London, and the assumption on the part of labor as such to declare when and how peace shall come. "This action of the American Federation of Labor," says the *Chronicle*, "is not in line with the highest and best in patriotism." It is well enough to keep labor in line in the primary task of winning the war, but it is not flattering to labor that efforts have to be made to keep it in line.

If a certain element in British labor is inclined toward a "compromise peace" which will leave unsettled the fundamental issues of the war, if this element has to be nursed along and handled with gloves, it is to their credit neither as workmen nor as British citizens, particularly the latter. The prime interest of every man in this war should be as a citizen of a nation arrayed against the arch enemy of a free civilization, and not as a labor unionist or a banker or a member of a professional class. The American delegation has presented to the London Labor and Socialist Conference the fourteen paragraphs laid down by President Wilson as the conditions of peace. It is a good thing to have labor adopt these principles, but only as it would be a good thing to have a conference of clergymen or an association of bankers give them their endorsement.

More significant than all else is the proposal of the American labor mission that there shall be a world labor congress at the same time and place as the peace conference, and "also direct official representation of workers in the official delegations of each of the belligerents formulating the peace treaty." If labor wants to hold a world congress at the same time and place as the peace conference, there can be no objection. If labor can arrange the transportation and secure a suitable hall and other accommodations, why not? Bankers and lawyers, physicians and clergymen, manufacturers and merchants might each hold a world congress at the same time and place. Why not? But when labor talks about introducing labor delegations from all belligerent powers in the peace conference itself, it invokes a class spirit which must have no place in settling the issues of the war.

The working people in all the Allied countries are neither more loyal nor less loyal in their support of the war than the rest of the population, but organized labor should be made to understand that the peace conference will not be composed of class representatives but solely of representatives of the belligerent powers.

Who Did It?

A MILLION and a half of good American fighters in France!" Who did it? The American people did it by insisting on non-partisan legislation to win the war, by buying bonds by the billions, by paying enormous war taxes, by giving up every industry that the Government needed to make munitions, build ships, and furnish supplies for army and navy.

The American people did it by giving up the comforts of travel on the railroads and taking what Uncle Sam had left, after furnishing transportation for the fighters. The American people are winning this war.

This is the people's war. It is not the President's war. It is not the war of Congress. "Our whole-hearted and undivided loyalty," as Colonel Roosevelt says, "is due to the country as a whole, and to every public servant, whether President or Senator, executive official or Congressman, precisely to the degree in which that public servant disinterestedly and efficiently serves the country."

Let the People Strike!

VOX POPULI! Labor is organized and employers are now organizing, but the dear people are still unorganized and the victims of the profiteers of all classes. Even the farmers are organizing.

Every concession is being made by the public authorities to the voters who are organized, and every concession is met by a new demand. The President fixed the price of wheat, not as high as the farmers wanted, but high enough to stimulate the production at good figures. In doing so he fixed the high price of flour, which means the high price of bread for at least another year to come.

All hope of a lower cost of living has disappeared, for unless the price of bread drops, we cannot expect lower prices for other necessities. As for clothing, what prospect is there for anything but higher prices, with wool

The Army's Melting-Pot

By CAPT. A. T. MAHAN

IS it nothing, in an age when authority is weakening and restraints are loosening, that the youth of a nation passes through a school in which order and obedience and reverence are learned, where the body is systematically developed, where ideals of self-surrender, of courage, of manhood, are inculcated, necessarily, because of fundamental conditions of military success? Is it nothing that youths out of the fields and the streets are brought together, mingled with others of higher intellectual antecedents, taught to work and to act together, mind in contact with mind, and carrying back into civil life that respect for constituted authority which is urgently needed in these days when lawlessness is erected into a religion?

commandeered for army purposes, and cotton selling at over five times the price before the war?

How foolish now the promises of political spouters in the campaigns before the war that the high cost of living would be reduced if they were given their way and if their program of smashing big business were carried out.

The people bear their sufferings meekly. In Canada, the letter-carriers striking for higher wages refused to deliver the mails. In Pittsburgh, the Fire Department struck and left the city defenseless until citizens organized a volunteer system. In London, policemen struck and thieves had free way for twenty-four hours, and now the firemen of London threaten to strike.

Suppose the people who are the sufferers by all these strikes should organize to protect themselves? Isn't it time for them to strike the strikers?

Let the people strike!

The Press an Essential Industry

IN view of the fact that newspapers and periodicals have lost some employees, who have sought greater immunity from military service in more essential war industries, it is well to ask just how essential the press is to winning the war. The War Industries Board puts newspapers and periodicals in class 4 in the priority list which furnishes the basis for industrial exemption from the draft. Industries grouped in class 1 are of exceptional importance in connection with the prosecution of the war. Those grouped in 2, 3 and 4 will have precedence over all industries not appearing in the priority list, but the Board says distinctly that "as between these three classes, however, there shall be no complete or absolute preference." This means that newspapers and periodicals are practically on the same footing as the industries and plants of classes 2 and 3 in demonstrating the essential quality of their product.

What service has the press already rendered in this war? The national publications broke down so effectually all sectional barriers that when the time came to declare war upon Germany it was the act of a united nation. Newspapers and periodicals have been the most powerful single force in popularizing support of the Liberty Loans, and Secretary McAdoo has testified to the major part they have thus played in supplying the sinews of war. They have so educated the public mind on the issues of the war and the duty of every citizen in a democracy that the draft has met with no opposition. Had the newspapers, during the Civil War, given the same support to this principle, there would have been no draft riots then. The task of the press in preparing the public for the great loans yet to come is tremendous, and its mission of education in the closing months of the war and in the preparation for peace is as significant and essential as that which it has already accomplished.

The Plain Truth

PATHETIC! A St. Paul, Minn., physician sends us a letter which he received from a sergeant in the U. S. Marine Corps dated "somewhere in France" expressing thanks for a copy of LESLIE'S WEEKLY upon which the subscriber had placed a one-cent stamp and deposited it

for the soldiers' mail. This led to correspondence with the sergeant which the doctor hoped would result in a pleasant meeting after the war, but the correspondence was suddenly broken by the return to the physician of a letter he had written to the sergeant, bearing the simple endorsement "Dead."

VICTORY! The big national \$6,000,000,000 loan was launched at the psychological moment. Nothing could be more stimulating than the sudden turn in the tide which General Foch has made with the aid of his gallant allies, including our American soldiers. His crushing blow to the Hun has dissipated the gloom, removed forebodings, lifted the clouds, and instilled new courage among the Allies. With millions of our men fighting the battle for the peace of the world in France, no one at home can think of refusing to do his utmost to float our greatest war loan. Let us get under way and follow General Foch by promptly meeting the Government's call. Let us surpass the required six billion dollars. Let us make it a Victory Loan in name and in truth. What nobler expression of the American spirit?

HISTORY! Maps enable one to follow the tide of battle, but it is pictures that will furnish the most vivid history of the war. The old files of LESLIE'S are valuable history of the Civil War period, and their worth increases with every passing year. Photography and the art of illustrating have made great advances in fifty years, and LESLIE'S to-day, with its splendid staff of war photographers, is furnishing an incomparable history of the war in pictures. Thousands are keeping files of the issues or scrapbooks filled with the most interesting pictures. A writer in the Contributors' Club in the *Atlantic Monthly* speaks of the living-room in war time with its map, war books, Liberty Loan and Red Cross posters, the photograph of the family's representative in the country's service, the pile of illustrated publications, and of the wisdom of those thoughtful enough to preserve these war pictures or make scrapbooks of them. When the war is over, along with trophies our boys bring from the front, we shall find framed upon the walls of the living-room some of the best pictures of the war. In a million homes they are clipped from LESLIE'S every week.

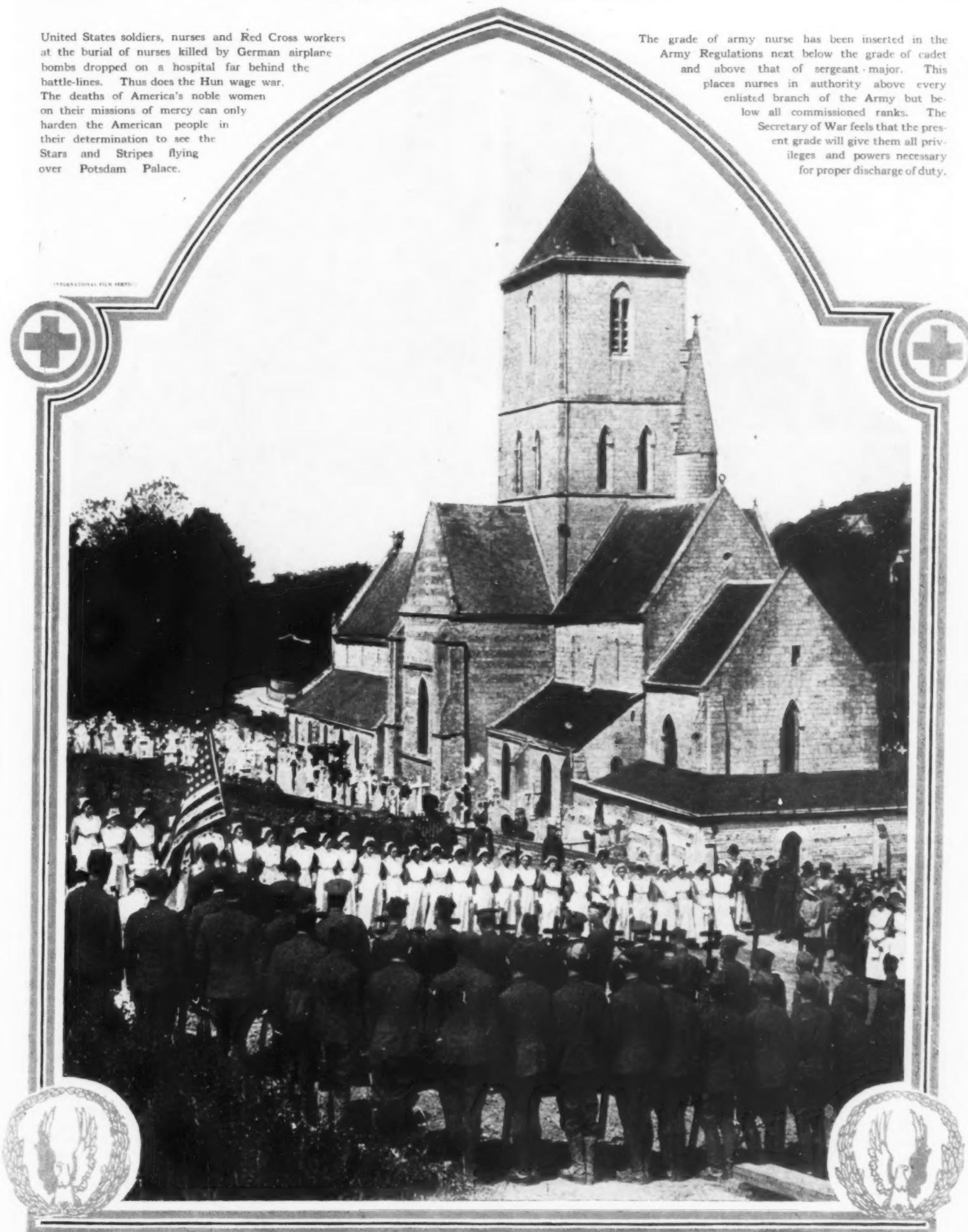
UNJUST! Everything that we can do to make life happier for our soldiers in the trenches and our sailors on the sea should certainly be done, and anything that interferes with this good work must obviously be most unpatriotic. Nothing is more eagerly looked for by our soldiers in the trenches than copies of home papers, and in numerous instances patriotic publishers of little dailies and weeklies have voluntarily offered to send copies of their respective issues to soldiers who went out from these little neighborhoods. Now it is found that under the operation of the zone system of letter postage and the new regulations against sending out complimentary copies this patriotic work must be discontinued. Our attention is called to this matter by the Leesburg, Florida, *Commercial*, which states: "We were the first newspaper in Florida to offer to send copies free to every boy or man who joined the colors, if he had been accustomed to reading the *Commercial* at home. Others followed our lead with variations, and a number of Florida papers have been sent every week to the boys in camp and at the front. On September 15, we will be compelled to cut off all these free copies." Is this calculated to stimulate our patriotism?

DECAPITATE! Slow to enter the war America was slow also in getting into her stride in the vast war preparations now going on. Will the nation be as slow in making preparations for after-war conditions? For years the Government used every effort to hedge about big business with restrictive legislation, yet when confronted with the vast problems of the war it was to the great captains of industry in steel, oil, meat and other essential trades that the Government turned for aid. Big business was trained and ready for just this sort of thing. Would it not be well then to adopt a new attitude toward big business? A distinguished Democrat, ex-Ambassador Gerard, referring to the part played by the German system of trade cartels or trusts in the development of German trade before the war, says: "If we want to be successful in business, we have got to take the Sherman law out into the market place and cut off its head." Congress has passed the Webb law exempting combinations in foreign trade from the operation of the anti-trust law. The only logical thing is to go a step farther, and "cut off the head" of the Sherman law.

Amid the Poppies of Northern France

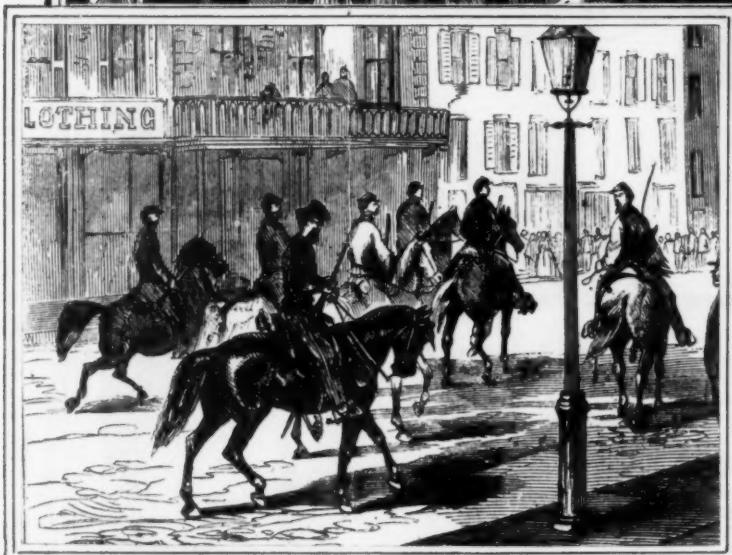
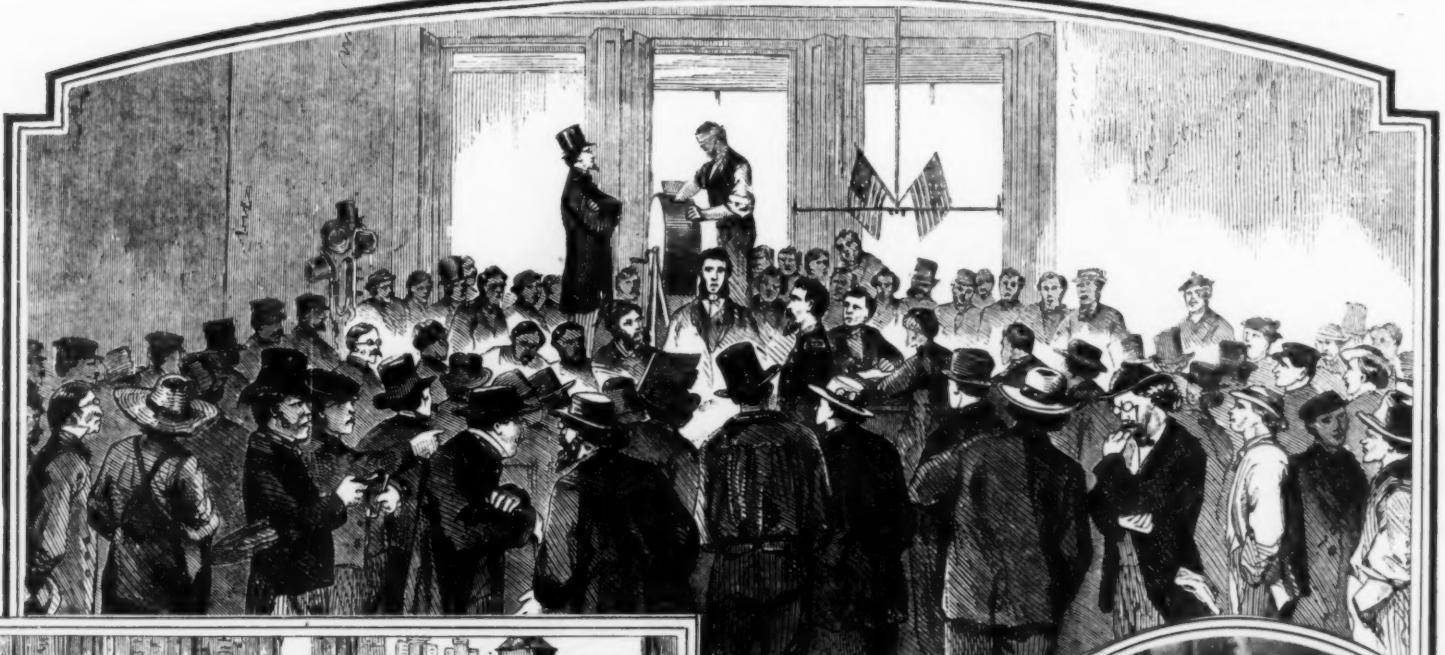
United States soldiers, nurses and Red Cross workers at the burial of nurses killed by German airplane bombs dropped on a hospital far behind the battle-lines. Thus does the Hun wage war. The deaths of America's noble women on their missions of mercy can only harden the American people in their determination to see the Stars and Stripes flying over Potsdam Palace.

The grade of army nurse has been inserted in the Army Regulations next below the grade of cadet and above that of sergeant-major. This places nurses in authority above every enlisted branch of the Army but below all commissioned ranks. The Secretary of War feels that the present grade will give them all privileges and powers necessary for proper discharge of duty.



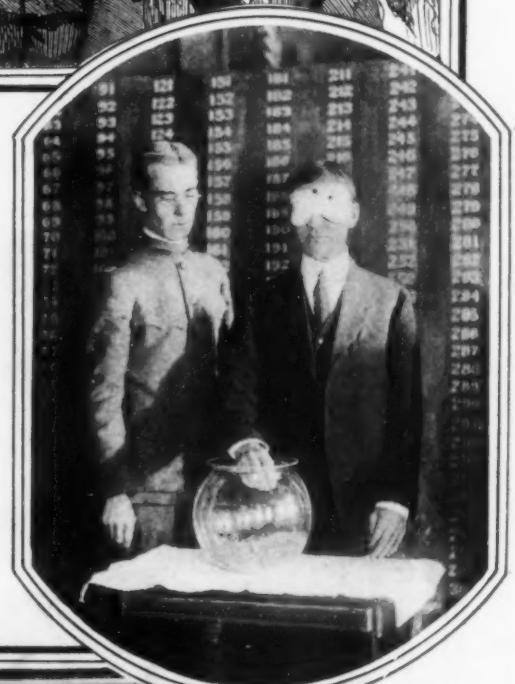
The Progress of Patriotism

The Draft of 1863, as Shown in LESLIE'S, Compared with the Conscription of 1918



Cavalry patrolling the streets of New York after the riots of July, 1863.
So great was the disturbance that the drafting was postponed for a month.

LESLIE'S WEEKLY
The process of drafting in 1863. Many a political orator after abusing with impunity the public-spirited leaders of his time has incurred universal displeasure through too frankly criticising revered patriots of days past. Yet in 1917-18 two universal conscription laws have been enforced without a murmur from the public, while in 1863, immediately after the victories of Gettysburg and Vicksburg, the history of New York City received a blot in the Draft Riots.



COMMITTEE ON PUBLIC INFORMATION
Newton D. Baker, Secretary of War, drawing drafting numbers under the conscription law. The registration of 13,000,000 men on September 12 between the ages of 18 and 45 years insures the provision of an army of 5,000,000 by the summer of 1919. Men between 19-20, inclusive, and 32-36, inclusive, are to be called first.



KODAK BROS.
Registration places were crowded in the early hours of September 12, when the citizens of the United States enrolled for the conscription of man power. The line at the left stretched along the street for two city blocks.

Vladivostok Greets Our Soldiers



Major-General William S. Graves is in command of the American Expeditionary Force in Siberia, which now numbers over 2,000 men. The American troops above are disembarking from a transport preparatory to going into camp at the plant of the American Locomotive Works on the outskirts of Vladivostok,

which is being used instead of the old Russian barracks. The Allied forces in Eastern Siberia now control the situation. Japanese troops are pouring in through Corea, and have cleared the territory north and west of Vladivostok. The Czechoslovaks in the interior apparently are having their own way.

The Ebb and Flow of the Metal Stream

Exclusive Photographs for LESLIE'S of the Fighting on the West Front



Battery of French field-guns just after it has taken up a position close to the Hindenburg line preparatory to opening on the retreating German infantry. In the opening years of the war German artillery fire was too often superior to that of the Allies and made German successes possible. Today, the tide has turned and thousands of Allied guns thunder where hundreds formerly answered the torrent of German shells. Note the piles of shells ready for quick delivery along the Berlin

road. The French have long taken pride in the fine work of their artillery, particularly the field-guns, which more than once have saved the day when the advantage of numbers was with the invader. Now the French guns are literally shelling the Huns out of France. Our own army owes much to France for furnishing guns and munitions, for without her arsenals and ammunition factories to draw from, our artillermen would have been negative factors for many months.



Thus passes the invader. Driven back from the territory he had taken in the spring months, the Hun stands at bay along the Hindenburg and Wotan lines, which, however, already begin to crumble. Under pressure from British, French and American troops, constantly striking him at widely separate points and in "quiet

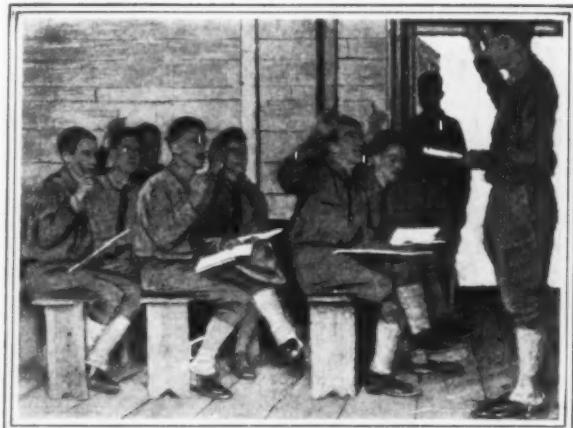
sectors," the German faces a disastrous retreat which may carry him back to the Meuse or Rhine before the winter months set in. The dead German artilleryman beside the abandoned field-piece is symbolic of the military situation of the Central Powers. Hundreds of such field-pieces have been taken by the Allies recently.

No Morons in Our Army

By EDWIN RALPH ESTEP, Staff War Photographer

Illustrations by the Author

EDITOR'S NOTE —The examples of psychological tests given in this article are not exactly those used in the examination of men at the cantonments, parallels being substituted in order to comply with the request of the army examiners not to reproduce their questions. Since this article was written and accepted, Mr. Estep has joined the colors and is now a First Lieutenant in the Signal Corps.



"Attention" in a psychological test is with the right hand and lead-pencil aloft. There is no chance to "beat" the game by beginning to write before the instructor gives the command "Go!" Cardboard partitions prevent cribbing, especially among the illiterate whose tests are necessarily short.



All balancing and similar tests give advance information on the future soldier's ability to coordinate his switchboard with bodily machinery.



The examiner delivers the instructions clearly and slowly, but just once: inattention is as serious as inability. Intelligence includes good listening as well as good expression. Men are examined by companies, and are placed on benches or on the floor, and are given lap-boards.



Responsiveness of the tongue to commands is one's passport through the frontier of dementia praecox or adolescent insanity, an insidious growth of coral on the bed of the brain. If the suspect rolls up his tongue when told to stick it out, or otherwise loses it at sea, mark him down for a budding cut-up and one likely to cause trouble.

HERE'S a new way to win the war. Induce Germany to convoy her entire army, including generals and kings, through the psychological and psychiatric examinations now being fired at United States recruits. That would end the German army for all time and immediately bring everlasting peace on earth.

After having learned to pronounce psychiatric like a college southpaw, and to spell it and its affluents on the typewriter with the unassisted right index finger, I flattered forth full of neurological yearning to find out if it were true, as reported, that soldiers of the second call were being psyched with all of the aplomb attending the matriculation of a freshman at Matteawan. Sure enough, the psychological lieutenants—aided and abetted by a couple of squads of neurological sergeants under the auspices of a captain of psychiatrists with a pair of privates detailed to keep the brainstorm from bursting—were busy dissecting, amputating and recording the intelligence of static heroes, not to mention tossing an occasional cranial two-spot into the intellectual discards.

Having seen doughboys, gobs and shavetails examined for flat feet, mumps, lice, hookworm, ringworm, false teeth and hardening of the gulf stream, I had thought our army already was the most examined bunch of soldiers in the world except prisoners. It was like reaching the kicker on the end of an O. Henry story to amble through a period of physical prudence into a super-laboratory where fancy high-brows in plain khaki were examining class A1 for solid ivory and then on into the next brain cell where the turnkeys were paging souls.

Continued on page 453



The officer is supposed to have a flashlight in his hand, only this time he didn't use it. This experiment is related to the soldier's mental attitude under surprise. By the way, if you wish to get a line on a friend's mental condition ask him to stick out his tongue, and then note where he puts his finger when he is told to touch his nose.



The next time you see a total stranger zigzagging, do not put him down as a drunkard without investigation. Hold one hand over one of his eyes and move the index finger of the other hand clockwise. If he can see it only at about nine o'clock, he has single-track vision.



Sensitivity to pain, heat, cold, touch (not financial), determines the degrees of discrimination—some breeds of hysterics cannot tell whether they are burned with one, two or three cigarettes at a time. Such reactions concern the adaptability of men to different environments.



Another test to determine reaction to sensation. Adaptability to environment is an important item in a soldier's makeup that may come in handy on No-Man's-Land.



Reflex tests of whatever nature determine one's degree of removal from tabes, locomotor ataxia and other addenda to a busy life in the social tropics.



Signs of infantile paralysis come to the surface in the umbilical center when it is used as a target. Few men, however, relish the use of this center as a target.

Who Will "Get" Little Kaiser Karl?

*Photographs by JAMES H. HARE,
Staff War Photographer*



Private U. S. America of Zanesville, Ohio, who is buying fruit in an Italian town, has just finished a lengthy discussion as to his chances of being there when the bunch "gets" Little Karl. Vienna lies on his road to Berlin.



Brigadier-General Treat, head of the U. S. Army mission in Italy, and his staff at a recent review of American soldiers, the first of our army to reach Italy.



At "retreat," Main street, no not Main street in the good old U. S. A., but Main street in a picturesque Italian town where our men are getting ready to start the American drive on Vienna in company with a few million of General Diaz's splendid, hard-fighting soldiers.



Jimmy Hare takes great joy in photographing Signal Corps men up ladders, wiring the Italian villages just as they used to wire our homes for 1434-J, Circleville.

A few of the thousands now on the way to assist Private U. S. America mentioned above to shove Karl I., Emperor of Austria and King of Hungary, off the necks of several million dissatisfied subjects.

THE war-activities of the Allies have flared up in so many parts of the world in the past two weeks that most people have experienced an excusable sense of bewilderment as to the relative importance of the numerous separate campaigns now under way in Europe and Asia. With Foch, Pershing and Haig pounding away at the German lines from Switzerland to the North Sea, with intermittent activity on the Italian front, with troops of a half dozen different Allied nations pressing a vigorous offensive in the Balkans, with an Allied expeditionary force driving south from Archangel and another west from Vladivostok, with the Czechoslovaks fighting the Bolsheviks throughout most of Siberia and eastern Russia, with the British routing the Turkish army and pushing rapidly ahead again in Palestine and ready to move at any minute in Mesopotamia—with all these campaigns going at the same time it is little wonder that the average man-in-the-street feels like an excited small boy at a three-ringed circus. But however much these far-flung battle-lines may interest us, we should never forget the cardinal fact that *this war is going to be won on the western front*—and nowhere else.

Only too often in the past the Allies have dissipated their resources in scattered campaigns in a way that more than once has brought them within an ace of disaster on the all-important western front. So far as the present operations are concerned this grave objection does not apply to the use of those forces which, for geographical or ethnological reasons, could not be effectively employed on the western front. It does not apply to the Japanese operations from Vladivostok. It does not apply to the Czechoslovak campaign in Siberia, nor to that part of the British Mesopotamia campaign which is fought with native Indian troops and supplied from Indian resources. It does not apply to the use of Greek and Serbian troops in the Balkans, but it does apply to the shipping required to supply them and to the use of French and British armies in that theater of war. It applies emphatically to operations in Palestine and northern Russia. This is not intended to suggest that any or all of these campaigns should be entirely abandoned. War is not all military strategy. Political factors must be given their due weight. But there is a real danger, now that the menace of German victory has been definitely eliminated on the western front, that we may relapse into the old error which has cost our allies so dearly in the past.

Allies Pound the Hindenburg Line

Bad weather has severely handicapped recent Allied operations in France, but Haig and Foch have been pounding away at the Hindenburg line with enough success seriously to menace both Laon and St. Quentin. It should be remembered, however, that the enemy's so-called Hindenburg line is now, in the words of a well-known British military critic, a fortified area rather than a rigid defensive system. Such a line of defense is easier

A Week of the War

By HENRY FARRAND GRIFFIN



ARMED RUSSIAN MEN
Just to prove that many Russians are still fighting, here are some of those with the French Army. The United States Government is now publishing documentary evidence, gathered in Russia by Mr. Edgar Sisson of the Committee on Public Information, to show that Lenin, Trotsky and the other Bolsheviks are paid agents of the German Government. This will mean the eventual overthrow of the Soviet Government and the return of Russian patriots to power. Meanwhile the Bolsheviks are carrying on a reign of terror that surpasses that following the French Revolution.

to bend but harder to break. It would, therefore, be entirely in keeping with Marshal Foch's strategy to look for a new offensive rather than a long-sustained effort against the carefully prepared German positions between Lille and Rheims. The growing American army in Lorraine has been consolidating its new positions, won

as the result of the recent victory that eliminated the St. Mihiel salient. Metz is now under bombardment by American artillery, but a frontal attack on this strongly fortified key-position of the enemy's entire defensive system in the west hardly seems likely so late in the season. We do not know how strong the American forces are between St. Mihiel and the Swiss border, but there are obvious opportunities for offensive operations in this direction. Between Rheims and the Argonne there stands a French army that has not been actively engaged since it repulsed the big German thrust of July. Similarly there is a strongly reinforced and reorganized British army in Flanders that has not been called upon for any extensive efforts for several months past. Only a few weeks of good campaigning weather can now be reasonably expected. The Germans show a disposition to put up a stiff fight on the Hindenburg line, and probably Foch could obtain better results with less effort in Flanders, between Rheims and the Argonne or in Alsace-Lorraine. Every day that passes makes it less likely that the enemy can be forced back this year to the Franco-Belgian frontier.

In the remaining operations of this fall Marshal Foch will probably seek to obtain good starting positions for his offensive of 1919 rather than strain his resources for immediate gains.

Victories in Macedonia and Palestine

The Allied armies in Macedonia have taken the offensive again and have already won important successes. The brunt of the fighting up to present writing has been borne by Serbian and French troops, who have been able to advance with unexpected rapidity. The main army opposing them is composed of Bulgarian troops who have in the past been aided by German leadership and artillery and some few Austrian divisions. It is difficult to estimate how much is to be expected of the Allies' latest Macedonian effort. It seems to have met with far weaker resistance than previous attacks. Undoubtedly the recent defeats of the Germans in the west have had their effect upon Bulgarian morale, and it may be that some of the German and Austrian supporting units have been withdrawn. At the same time we must remember that the Allies' difficulty in supplying the Macedonian armies from a great distance overseas with the limited tonnage available still has weight.

The submarine, of course, is now under better control, but a really large-scale campaign in Macedonia could not help but cause a serious drain on the Allies' shipping resources.

In Palestine General Allenby has resumed the offensive to the north of Jerusalem with marked success, and a large part of the Turkish army opposing him seems to have been enveloped and captured or routed. The coming months of cooler weather give the favor-

Continued on page 461



ARMED RUSSIAN MEN
Along the Serbian lines on the Balkan front which once more is active. The Serbian army in the third week in September struck the Bulgarian front and drove it back many miles, capturing thousands of men and many guns and other supplies and threatening the Uskub-Saloniki Railroad, the main artery for the armies of the Central Powers. The Greeks and other Allies advanced in Macedonia, driving back their enemies, while the Italians took the front-line enemy positions east of Monastir.

Trusting to Luck—A National Sin

By CHARLES A. BEARD

EDITOR'S NOTE: Spending as we are for the cost of the war millions of dollars an hour, the lack of a budget, such as every other great nation provides to govern its expenditures, is really "a national sin." If we are to win the war, a budget is necessary. If the man in the factory wishes to keep his job and maintain his scale of wages, a budget is the one thing that will be most helpful. If the taxpayer hopes to reduce his taxes, the rentpayer his rent and the householder his living expenses, the first essential step is to have a budget. Yet how few understand the tremendous significance of this fact. To impress it upon the public, we have arranged with Mr. Charles A. Beard, Director of the Bureau of Municipal Research, for a series of four short articles, the first of which we present herewith. The others will be on "Wasting the People's Money," "A Quiet and Wonderful Revolution," and "Taking America Out of Turkey's Financial Class." The second article will appear in our issue of October 12, and will discuss "Wasting the People's Money. A Study of American Legislative Methods."

WHERE has it all gone?" How many million housewives utter this despairing cry during the closing days of every month when the pay envelope or salary check has failed to cover the mounting bills! The wages looked big enough in the beginning days of the month. There seemed to be a liberal margin after rent, food and other essential bills were guessed at, but the end of the thirty days came with a deficit and bills to pay. During the first days a garment, a piece of furniture, a rug marked down, and a few extra dainties were bought and readily paid for. Slowly one day and fast the next, the stock of money dwindled. The pinch began about the 15th of the month and the deadlock on the 25th. The story was old and not sweet to hear.

Many ways have been devised to meet this periodical domestic crisis. A sympathetic neighbor explains how a little economy may be effected here and there; how a dainty dish may be made out of left-overs; and how a faded dress may be restored to service. Another good neighbor knows where better cuts of meat can be bought cheaper than at John's. A third advises the wage-earner how to increase his salary. Little economies are made and an increase in salary follows. But the improvement is slight, and the fundamental evil remains. It has wrecked more domestic felicity than the traditional mothers-in-law.

Nevertheless a search for the way out goes on. Perhaps the most simple method for answering the cry "Where has it gone?" was discovered by the author of this article in the home of a workingman in Manchester, England. On pay day "t'oud 'oman" took her husband's pay envelope (after his beer and "baccy" money was extracted) and divided the money into several portions, one for rent, another for bread, another for meat, and so forth. Each portion she put into a pot on the mantelpiece. From day to day she took out of the proper pots the coins necessary to meet the day's bills. If a pot was empty before the next pay day, the family simply did without bacon, or tea, or kippered herring! Her stern resolution saved the family from ruin.

This is a heroic though a crude form of weekly planning and accounting for money; but it points the way to the correct answer to the question "Where has it all gone?" That answer is to be found in planning out family expenditures in advance by the year and by the month and in keeping a record of the items as the plan is carried out. The elements of the plan are simple. They include: rent, food, clothing, carfare, fuel and light, insurance, health, recreation, sundries.

Let us take an example from real life. The New York Bureau of Municipal Research co-operating with the city government discovered by careful study in 1917 that the actual expenditure of the family of an unskilled laborer for that year was on the average about as follows:

Housing	\$168.00
Cafare	.30 .30
Food	492.38
Clothing	127.10
Fuel and Light	40.75
Health	20.00
Insurance	22.88
Sundries	73.00

Total per year \$980.41

Sundries classified:

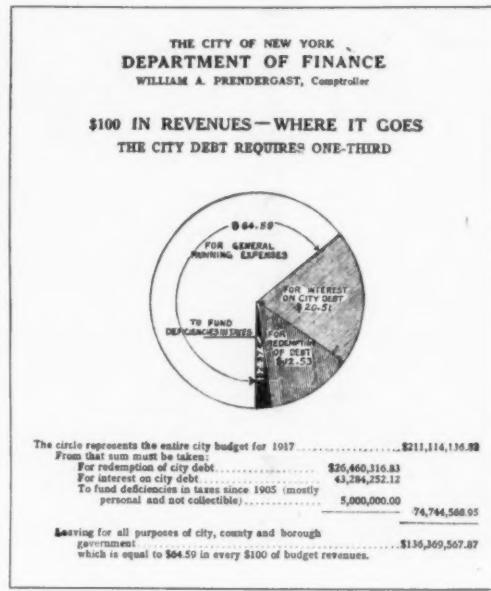
Papers and other reading matter	\$ 5.00
Recreation	40.00
Furniture, utensils, fixtures, moving expenses, etc.	18.00
Church	5.00
Incidentals—Soap, washing material, stamps, etc.	5.00
Total	\$ 73.00

FINANCIAL STATEMENT (1910-1911).			
TABLE V, giving FINAL BALANCE SHEET, 1910-11, as proposed by the CHANCELLOR OF THE EXCHEQUER.			
ESTIMATED RECEIPTS 1910-11.		ESTIMATED EXPENDITURE 1910-11.	
Customs		L—CONSOLIDATED FUND SERVICES.	
Excise		National Debt Service:	
Estate, &c. Duties		(a) Inside the Fixed Debt Charge Interest and Management	
Imports		(b) Payment of Capital	
Land Tax		(c) Outside the Fixed Debt Charge Expenses under the War Loan (Redemption) Act, 1910	
House Duty		Total National Debt Service	
Property and Income Tax		Development and Road Improvement Funds	
Land Value Duties		Payments to Local Taxation Authorities, &c.	
TOTAL RECEIPTS FROM TAXES		Other Consolidated Fund Services	
Postal Service		TOTAL CONSOLIDATED FUND SERVICES	
Telephone Service		II. SUPPLY SERVICES.	
Telegraph Service		Army (including Ordnance Factories)	
Crown Lands		Navy	
Revenues from Bills, Coal Shares and Country Loans		Civil Service	
Miscellaneous		Customs and Excise, and Joint Revenue Departments	
TOTAL RECEIPTS FROM NON-TAX REVENUES		Post Office Service	
ABSESS OF 1909-10.		TOTAL SUPPLY SERVICES	
Customs		ABSESS OF 1909-10.	
Excise		Payments to Development and Road Improvement Funds and Local Taxation Authorities	
Estate, &c. Duties		TOTAL EXPENDITURE	
Land Tax and House Duty		BUDGET, 1909-10	
Income Tax		BALANCE	
Land Value Duties		TOTAL	
TOTAL RECEIPTS			
Borrowings to meet Expenditure chargeable against Capital	£1,000,000	Expenditure chargeable against Capital	£1,000,000
Treasury Chambers 1910.			

The form in which the Chancellor of the Exchequer presents to the House of Commons the grand plan of expenditures and revenues for Great Britain and Ireland for the coming fiscal year (in this case 1910-11). The blanks left for figures are filled in by the Chancellor as he makes his budget speech to the Commons expounding the details. This is a plan upon which the Prime Minister and Cabinet stake their political future. They assume full responsibility for the soundness of the plan and for the policies of expenditure represented by it.

The inquiry disclosed the fact that few, if any, families had records of where the money went. They bought and paid bills while they had money; in times of necessity they borrowed from friends and pawnbrokers; and when at the end of their resources they were in poverty. They did not plan. They lived like people in the skilled labor class and the middle class; that is, from day to day, from hand to mouth, like men and women in the stone age, except for the aid of the genial three-ball "uncle."

Let whoever will laugh. Planning is no slight art. Recording accounts is tedious business. It is false that



New York City runs on a budget and the circle above shows that one-third of this budget goes to meet the city debt. In 1917 the total budget was \$211,114,136.82.

"anybody can keep house." The arts of the prudent housewife who can plan are among the noblest. They call for wisdom deeper than that exercised by the average earner of wages and salaries. Indeed, it is relatively easy for the man with average ability and skill, in ordinary times in America, to earn a modest if not a generous income.

It is far harder to spend that income wisely, buying the hundreds of articles of every variety and kind which are consumed by a well-brought-up family. That calls for an expert knowledge of many things, ranging from cotton, cuts of meats, stoneware, metal ware and food values to the intangible but very real values of neighborhoods in which to rear children. It calls for the finest judgment in balancing one thing against another where purchases must be severely limited, and wrong decisions are fatal to family comfort and happiness.

To keep records showing where the family's money has gone, to account for the family's funds, to plan the family's expenditures for the coming month or year, to lay out the details such as rent, food, clothing, recreation, incidentals, to forecast the needs of the family, to bring the whole safely within the limits of the income, and to carry the plan resolutely into execution—that is the great science and art of Budget Making.

It answers the question: "Where has it all gone?"

It does more. It makes the household administrator think about good management, compare values, check up loose expenditures, get the money's worth in good and right living out of the income. It trains the mind, and prepares it for other tasks calling for system and balanced judgment—in short, efficient living.

The successful director of a large business corporation, like the prudent housewife, is always a wise planner and forecaster. Indeed, planning is such an important matter that the head of a modern corporation is usually furnished a well-equipped staff of engineers, accountants and other experts to assist him in that enterprise. He prepares annually or even more frequently reports on past performances and plans for the future. These reports take the form of:

1. A statement of income, profit and loss.
2. A statement showing what the company owns and what it owes, known as the "balance sheet."
3. A plan of work for the coming year showing probable income and outgo.

In the plan of work, the general manager will indicate his proposed expenditures in detail, including such items as: rent, interest on debt, salaries, wages, supplies, construction, new equipment, general operating expenses.

He will review these items carefully, cutting them down wherever he believes cuts can be safely made for the good of the business, always having his eagle eye on the probable income of the concern from which all expenditures are to be made. Any corporation manager who should go ahead blithely from day to day spending money without reference to his income, never knowing just where he stands as to the balance of income, would certainly end up with a crash. His bankers, like the indulgent pawnbroker, would loan him money only while he had good property to put up as a pledge of repayment.

A well-ordered household or business concern will always know where it stands. It will have records showing:

Where last year's income went in detail. Whether it has more debts than property or more property than debts today. Plans for the future showing with as much detail as can safely be forecast what is to be done with the money that comes in.

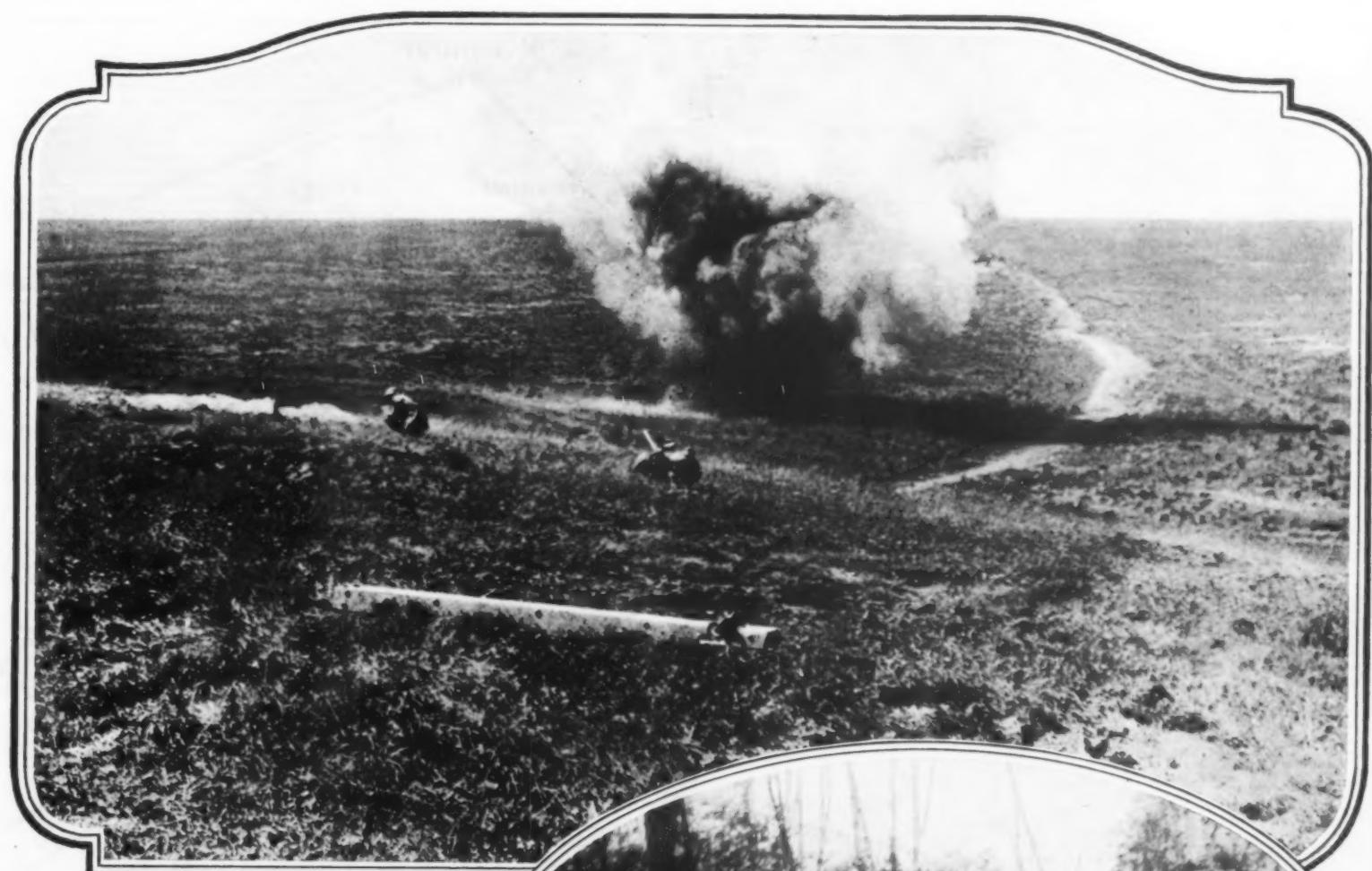
Such records and plans are a complete "budget." The science and art of making such records and plans are the science and art of budget-making.

* * * * *

All this is to introduce the subject of budget-making for our American governments, city, state and national. Governments are like households and business concerns. They have incomes and expenditures. They collect taxes. They buy supplies, hire employees, construct buildings. They spend millions upon millions every year—more and more as time goes on. The taxpayers (and all are taxpayers in the last analysis) must pay the bills and provide the income.

The citizens are interested because their safety, comfort, and well-being depend in a large measure upon wise planning of expenditures as well as the efficient execution of plans—upon the science and art of budget-making. This is no mysterious matter—no more mysterious than the prudent housewife's task of home management.

The Drive Toward St. Quentin

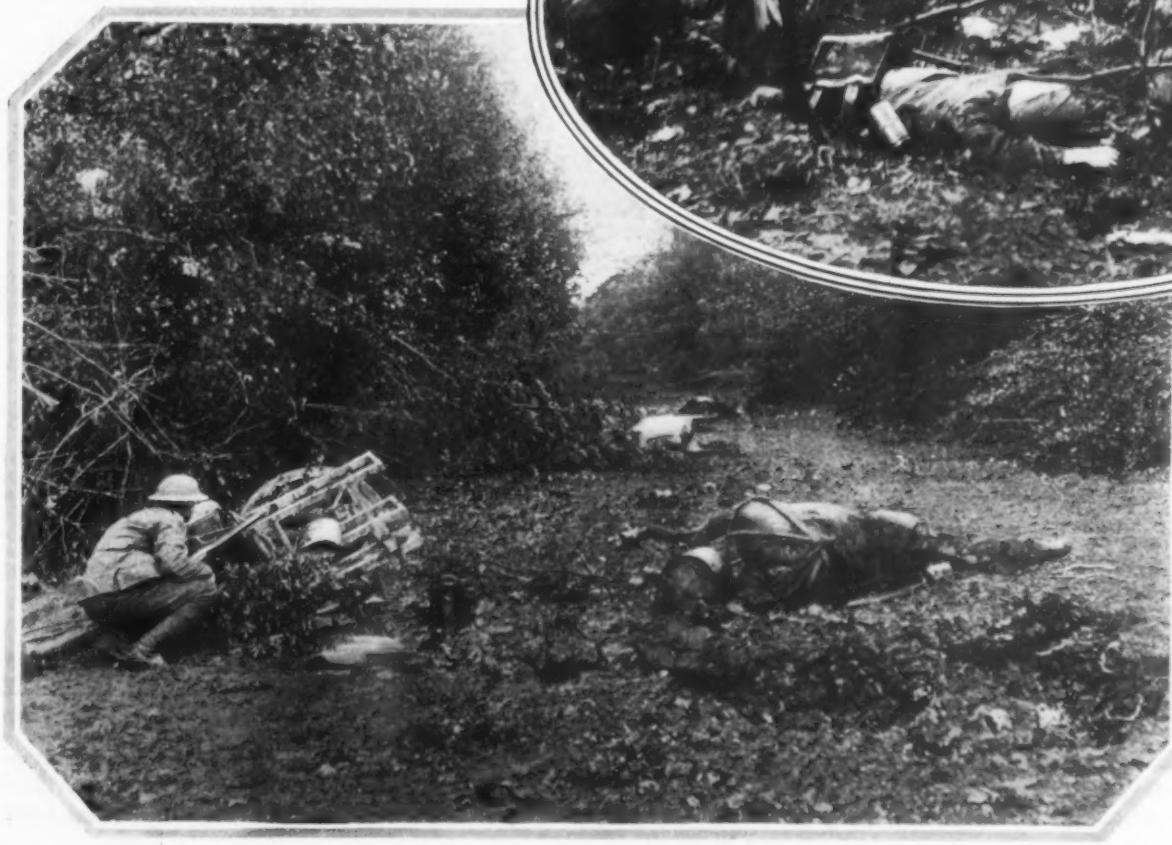


EXCLUSIVE BRITISH PHOTOGRAPHS FROM INTERNATIONAL FILM SERVICE

These exclusive photographs of the British attacks in the Cambrai-St. Quentin section show the open fighting which has been going on for several weeks. British above are ducking as a German shell explodes.

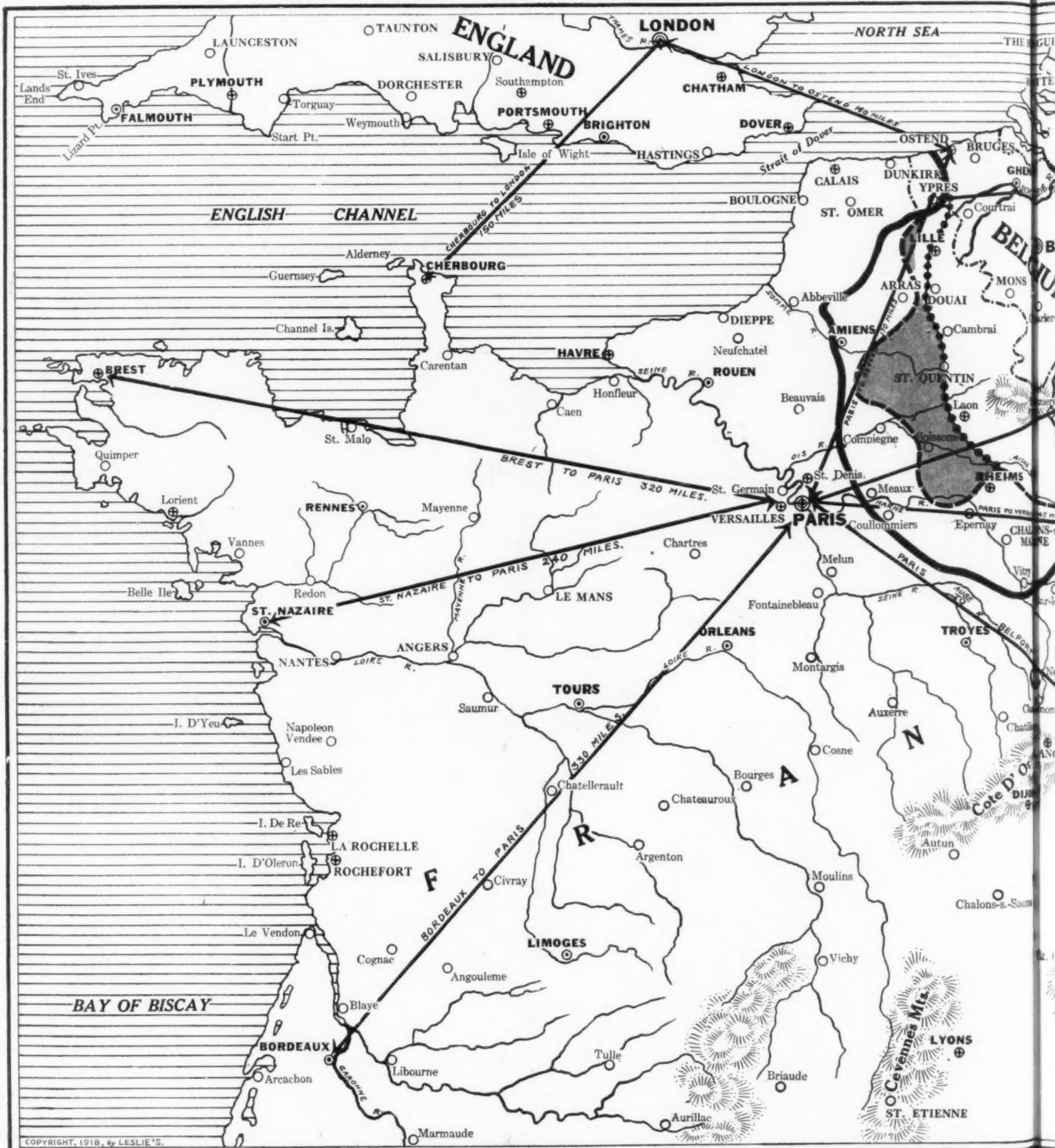


British and French soldiers fighting side by side over the bodies of fallen enemies in the battle near St. Quentin. Many natural fortresses of great strength, hills, stone quarries and the like have been taken by the British recently without great resistance from the Germans.



A British outpost concealed behind a battered water cart. Shell fire had evidently caught a British battery on a road recently cut through the woods. Though several horses were killed the guns were saved.

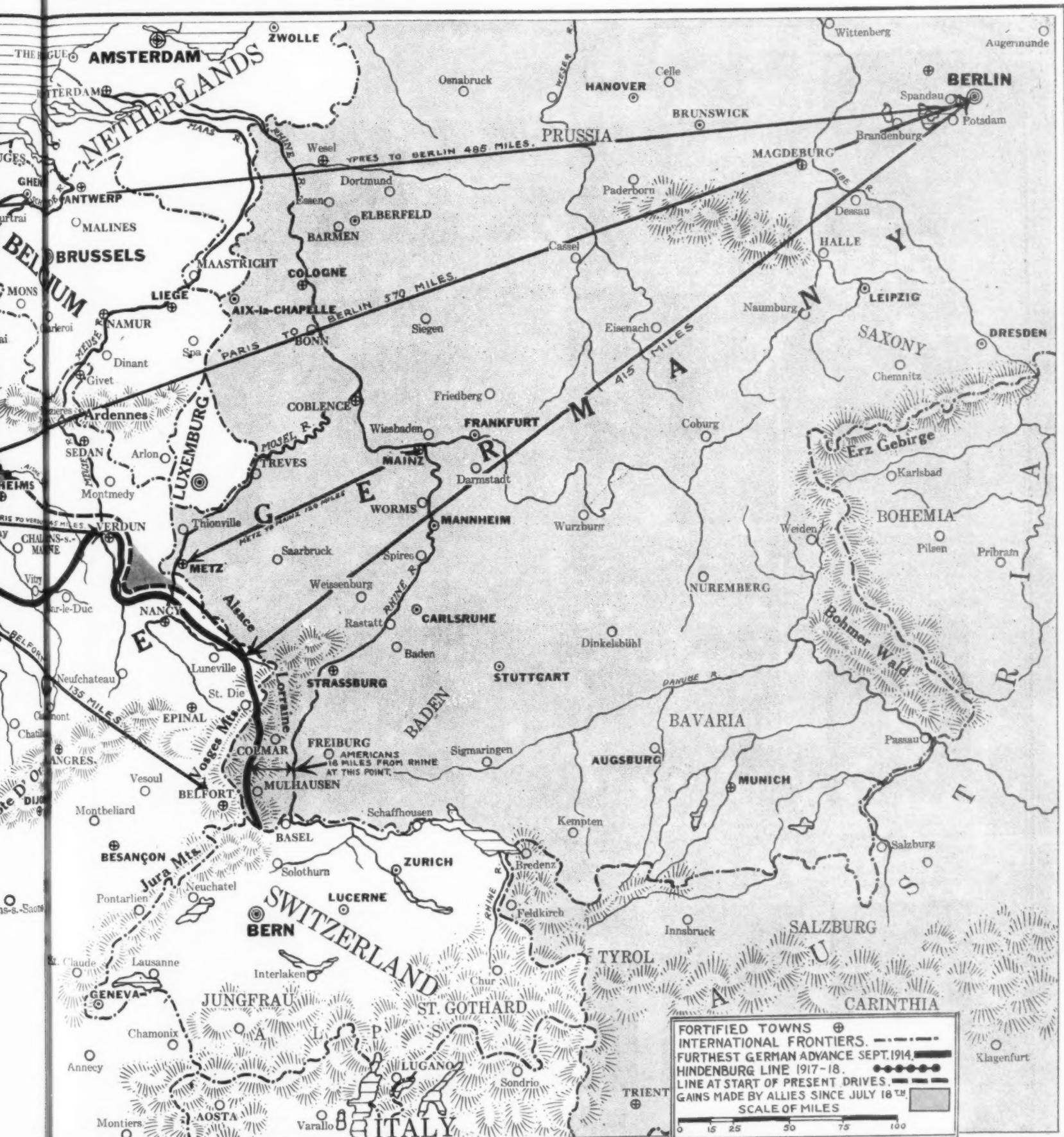
As the German Line Cracks the Battlefront



LESLIE'S presents here the first of a series of important maps showing the territory on which the great war rages. This week the west front and the adjacent territory are shown, with distances between important points and the present and past lines of battle, together

with the lines of the Meuse and Rhine rivers, two possible positions to which the Germans may withdraw this fall. German and Austro-Hungarian territory is shown by the shaded section at the right, while the territory recently recovered from the Germans on the west front

Battle-Front Shifts Slowly Eastward



is shaded along the present battle-line. According to all press reports rapid changes along the west front may be expected. The morale of prisoners taken is very low, and reports of deep and ominous dissatisfaction, rioting and depression on the part of the peoples of the

Central Powers are well established. As German man power fails, Allied man power increases, and many military critics hold that Christmas will find our men intrenched on the Rhine in the south and the Meuse in the north. The battle tide has turned with a vengeance.

The Roll of Honor



Major William R. Ream, of San Diego, Cal., flight surgeon of British-American "flying circus," killed by the fall of his airplane.



Lieutenant Manderson Lehr, Albion, Neb., U. S. Air Service, killed in France. A veteran of the Lafayette Escadrille of France.



Captain Robert M. Graham, Minneola, Mo., U. S. Infantry, killed while gallantly leading his men into action against the Huns.



Lieutenant Roy E. Parrish, U. S. Field Artillery, of Clarksburg, W. Va., killed in action. Formerly a state senator of W. Va.



Lieutenant Colonel Morris N. Liebman, U. S. Infantry, New York City, killed in action. A good officer and a gallant soldier.



Lieutenant Willard H. Hasey, of Toledo, O., killed in action. He was cited for gallantry on the Picardy front while with the British.



Lieutenant George E. Braker, Jr., U. S. Infantry, of Philadelphia, Pa., killed while gallantly leading his men in action in France.



Lieutenant Lowell T. Wasson, U. S. Infantry, Springfield, Missouri, died of wounds received in battle of the Marne. He was 28 years old.



Lieutenant Marion Cranfield, 127th U. S. Infantry, 22 years old, killed in action in France. His home was in Madison, Wisconsin.



Captain Frederick W. Beaudry, U. S. Infantry, of Detroit, Mich., killed in action near Sergy, France, while gallantly leading his men.



Lieutenant Melville E. Sullivan, U. S. Marine Corps Flying Service, Richmond, Va., killed in an airplane accident at Miami, Fla., age 21.



Lieutenant Fred Becker, Waterloo, Ia., killed in action on the French front. He was 22 years of age and a famous football star.



Captain Mortimer H. Jordan, 167th U. S. Infantry, of Birmingham, Ala., died from wounds received in action in the battle of the Ourcq.



Lieutenant Laurens C. Shull, U. S. Infantry, of Sioux City, Ia., died from wounds received in France while leading his men into battle.



Harvey H. McClannahan, Lewisburg, Tenn., killed in airplane accident at Park Field, Memphis, age 30. He was to be commissioned.



Lieutenant Joseph W. Emery, Jr., 9th U. S. Infantry, of Quincy, Ill., killed in action in the advance between Soissons and Rheims.



Lieutenant George M. Gerold, 127th U. S. Infantry, of Beloit, Wis., killed leading men in action in the Marne advance in July.



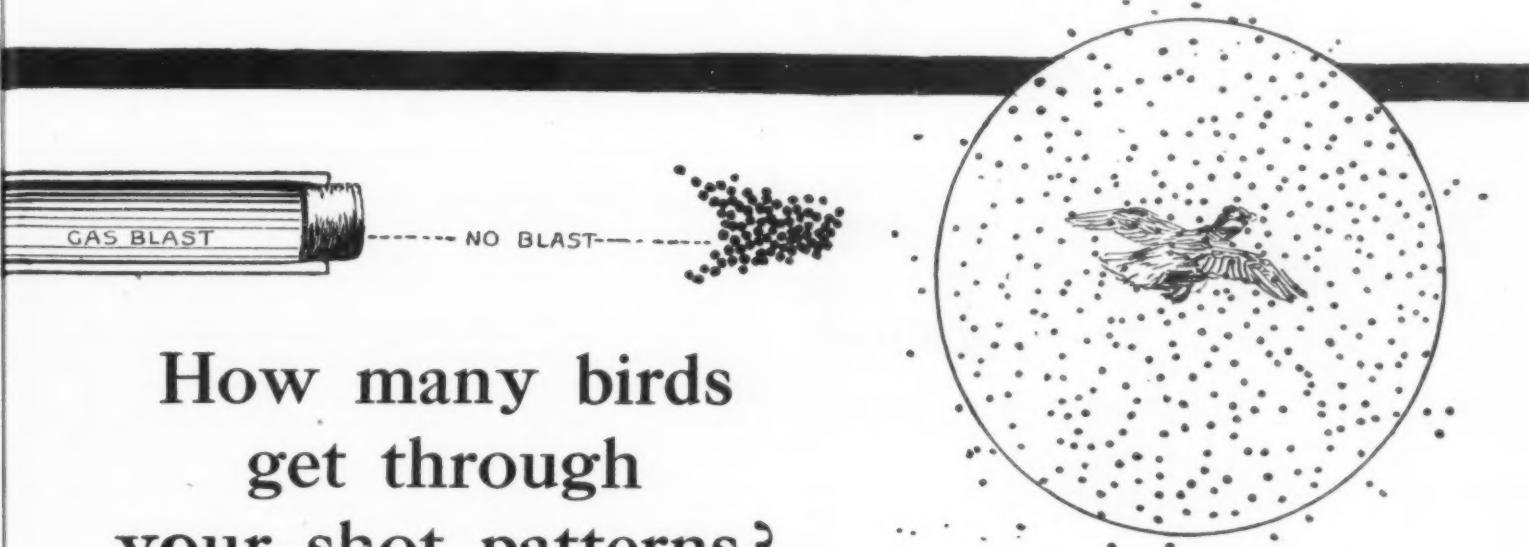
Lieutenant Eldon F. Brewster, of Atlanta, Georgia, 58th U. S. Infantry, killed in action on the first day of the Marne advance.



Lieutenant Edward V. Power, age 36, of San Diego, Cal., attached to Canadian Infantry, killed in action in France on August 8th.



Lieutenant Harold F. Maxson, of Los Angeles, Cal., killed in an airplane accident at Commack, Long Island, age 22 years.



How many birds get through your shot patterns?

IT is not enough to know that your shells shoot hard, that they are sure fire and water-proofed. *It's the pattern that counts.*

The secret of good patterns is in the wadding. Good, close shooting, evenly distributed patterns are the direct result of a correct system of wadding scientifically adjusted to the bore of your gun.

The wadding, like the piston head of a gas engine, must give the explosion something solid to work against so that the shot may be pushed out evenly.

It must expand and fill the tube of the barrel, completely sealing in the gas behind it. No gas must escape to scatter the shot.

It must offer just the right amount of resistance to the explosion so as to develop uniform pressure and high velocity without danger of jamming the pellets out of shape at the "choke" or muzzle constriction.

The illustrations at the side of this page show actual test patterns, 50% to 70% faulty, the result of poor wadding.

The Winchester system

The Winchester System of Wadding is the result of repeated experiments to determine the most efficient control of the gas blast.

The special construction of the *Base Wad* gives what is known as *Progressive Combustion* to the powder charge.

Combustion spreads instantly through the powder charge. By the time the top grains of powder become ignited the full energy of the burning powder behind is at work. Though the explosion is almost instantaneous, it is none the less *Progressive*, the final energy and maximum velocity of the completely burned powder being developed at the muzzle, where it is most needed.

Meanwhile under the heat of combustion, the tough, springy *Driving Wad* has expanded to fill the barrel snugly all around. No gas escapes. It is

completely sealed in. The wadding pushes up the shot evenly.

At the muzzle the shot pellets slip out without jamming while the wadding is checked for a brief interval by the constriction of the muzzle. It follows some distance behind the shot pattern.

The shot cluster travels on, unbroken by gas blast or wadding, and makes the hard-hitting, uniform pattern for which Winchester shot shells are world famous.

Fish-Tail Flash. All Winchester smokeless shells are made with the new Winchester No. 4 Primer—the quickest and most powerful shot shell primer made. Its broad fish-tail flash gives instant and thorough ignition. Every grain of powder is completely burned up before the shot charge leaves the muzzle.

The Crimp. The required degree of pressure necessary in seating the driving wads is worked out in combination with the hardness or the softness of the crimping required for any particular shell.

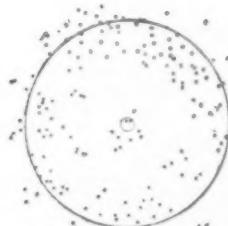
Water-Proofing and Lubrication. In the cold damp air of the marshes or under the blazing sun at the traps, Winchester shells will always play true. Winchester water-proofing process prevents them from swelling from dampness. Special lubrication of the paper fibres prevents brittleness and "splitting" in dry weather.

Uniform Shells. From primer to crimp, Winchester shells are constructed to insure the maximum pattern possible from any load and under all conditions. 25,000,000 rounds of ammunition are fired every year in testing Winchester guns and ammunition. \$100,000 is spent annually in the inspection and testing of finished shot shells alone.

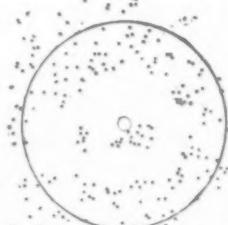
Clean hits and more of them

To insure more hits and cleaner hits in the field or at the traps be sure your shells are Winchester Leader and Repeater for Smokeless; Nublack and New Rival for Black Powder. Write for our Free Booklet on Shells, **Winchester Repeating Arms Co., Dept. 361, New Haven, Conn., U. S. A.**

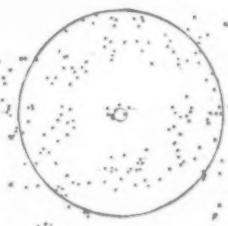
The Winchester pattern, 320 pellets, out of a possible 431, or 74% of the shot charge, evenly distributed. No birds get through.



Effect of bad loading of wadding increases breech pressure. Violence of explosion "jams" and mutes pellets. Actual test target 160 pellets, out of a possible 431, or 37% of the shot charge.



Effect of weak wadding pierced by the gas blast. The blast blows into the shot cluster, scattering the pellets in all directions. Low velocity and poor penetration. Actual test target 128 pellets, out of a possible 431, or 41% of the shot charge.



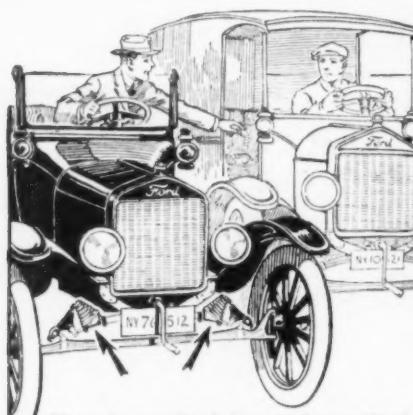
Effect of hard wadding fitting barrel loosely. Unchecked by friction or muzzle choke, it is blown through the shot cluster scattering the shot. Actual test target 221 pellets, out of a possible 431, or 51% of the shot charge.



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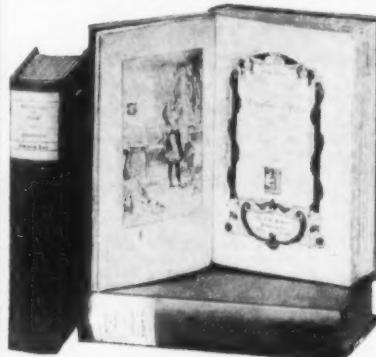
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Watching the Nation's Business

By THOMAS F. LOGAN

LESLIE'S WEEKLY Bureau, Washington, D. C.

Our Foreign Propaganda

DIPLOMACY is so essentially a part of foreign propaganda that many persons were surprised when President Wilson turned direction of this work over to George Creel instead of Mr. Lansing, the Secretary of State. Appointed to this duty, Mr. Creel found himself with a staff of assistants including every Minister and Ambassador in the American diplomatic service. It was realized from the very first that the success or failure of this necessary, but unprecedented, enterprise for America depended very largely upon the manner in which our diplomats adapted themselves to Mr. Creel's authority and exerted themselves in carrying out his policies. The case of Sweden affords a good illustration. Mr. Creel was free to establish as many publicists as he chose in that then pro-German stronghold. Naturally he did not neglect to do these necessary things. But the success of the American propaganda, and it is signalized by the statement that a nation which was pro-German is now pro-American, is attributable more to the American Minister, Mr. Ira Nelson Morris, than to any of Mr. Creel's authorized agents. Busy with other matters affecting ships and war commerce, the Minister met all demands of the agents of the Creel Committee. He was always accessible and always ready to make a drive for any part of their programme. It is said authoritatively that he, more than any other Ambassador or Minister of the United States, grasped the import and function of the foreign propaganda work. In other countries, France for instance, the Creel agents have functioned somewhat more independently of the diplomatic establishment.

Why Wool Is Scarce

The Army and Navy monopolize the wool market. Orders for our soldiers and sailors not only require every high grade pound produced in the United States, but compel the utilization of our precious ships to bring in more. Civilian requirements depend and must depend for a considerable time to come upon the shoddy and rejected stocks that fall below the army and navy requirements. Until our ship production has so expanded as to supply additional tonnage for the supply of wants not directly connected with war effectiveness, there will be no more wool for civilian use. Our government equips its fighting men better than any other nation. Twenty average sheep are required to equip one fighting man each year. During recent years we have shorn about 35,000,000 sheep annually, and the pulled wool taken from sheep and lambs slaughtered for meat brings the total clip up to the equivalent of about 40,000,000 fleeces. If all of this were suitable for military use, which unfortunately is not true, it would be enough for only half of the 4,000,000 men we will have under arms. This country always has been a heavy user of foreign wool. Since the war, we have had to stir ourselves in seeking new sources of supply. The United Kingdom and Australia, which formerly supplied two-fifths of our imports, are using practically all of their stocks for their own soldiers; instead of the 80,000,000 pounds they sent us in 1914, they could let us have only 4,000,000 pounds last year. Fortunately, we were able to secure vast quantities in South America. Argentina sold us 210,000,000 pounds in 1917, as compared with only 37,000,000 three years ago; Uruguay quadrupled her shipments and Chile sent 15,000,000 as against none a short time before. The

Department of Agriculture is working hard to increase American production. "Every extra fleece of American grown wool," says Secretary Houston, "is a direct contribution to increasing the shipping tonnage for carrying supplies to Europe."

Henry Ford; A Non-Essential

Providence has spared Mr. Henry Ford a painful decision. He will not need to match coins to find out whether the Republican or the Democratic stamp is to be placed upon his Senatorial aspirations. Some time ago he thought it so far from improbable that he would get both nominations that he mapped out a line of action to meet this contingency; he would let the flip of a coin decide. The Republicans chose a confirmed patriot, Lieutenant-Commander Truman H. Newberry. The confirmed pacifist was left to the opposition. Mr. Ford passes another mile-post of the grotesque adventure to which he says he was dragooned by the President. One need not be altogether partisan to share somewhat in the feelings of Representative Rodenberg of Illinois, who pointed out in the House recently "that it was Henry Ford who conceived the fantastic project of sending a shipload of impractical visionaries across the seas to take the boys out of the trenches by Christmas. It was Henry Ford who said that no man is patriotic and that the word patriotism is the last resort of scoundrels. It was Henry Ford who, less than four months ago, declared, 'I don't believe in the flag; it is only something to rally around!'" Mr. Rodenberg even charges that "it was the money of Henry Ford that paid for the highly sensational full-page advertisements that appeared in the metropolitan press before the declaration of war impugning the integrity of purpose of every man who did not subscribe to his ultra-pacifist views." He was a real wit who said that the election of Mr. Ford would create two vacancies—one in the presidency of the Detroit factory and the other in the Senate of the United States.

Military Music in France

General Pershing is strong for military bands. He wants more musicians for the American Expeditionary Force. He has found nothing so effective in keeping up the morale of his Yanks as the right kind of music from the right kind of bands. These bands lead in all reviews. They furnish music at the resting places and parks. And when the time comes for the men to march to the front, they lead them to the very hinterland of action. As a result of pressure of General Pershing, the General Staff has formulated an extensive programme for furnishing military music. Each regiment's band is to be increased from 28 to 50 musicians. Band leaders are to be made first or second lieutenants according to their terms of service. To each regimental band will be added two sergeants, two corporals, four first-class, six second-class and seven third-class musicians. Each newly organized band will be allowed \$200 to purchase music and \$4 quarterly to keep up with the latest rag time compositions. In addition, the General Staff has decided to create a bugle and drum corps for each infantry regiment. It will include the company buglers and no more than thirteen drummers. The instruments are being bought in France where the best grades are found. Although they do not figure in the official dispatches relating heroic deeds, military bands are providing a part of the power that daily flings the battle lines of democracy forward.

Continued on page 461

No Morons in Our Army

Continued from page 443

Without doubt, the American soldier has passed more examinations than he ever dreamed he would be able to—by rights the tests should be extended to include the girl he left behind, so that he is guaranteed a fifty-fifty matrimonial deal *aprè le guerre*. We surely would have several million fine peaches in this country if all the buds were coaxed into trying for U. S. N. A. honors via the physical, psychological and psychiatric route, those not qualifying to be assigned to semi- or non-essential canneries. This conclusion of a fair thing may never come to pass, however, what with a widespread feminine aversion to being classified and with women already having the vote in most states. Furthermore, I tried several of the simpler tests on five different stenographers with results I wouldn't dare record under my right name.

To one of the brightest among them said I, in the camphorated voice of a trained psychologist:

"If a dog barks what does a cat do?"

Her answer neatly inferred I was trying to make a fool out of her.

Anyone who has a stenographer or other lady kamerad whom he desires to convert into an alien enemy might try this one on her—time allowance three seconds:

"Put a cross in that part of the triangle which is neither within the square nor within the circle and if seven is more than one-half of twelve put a figure 3 in that part of the circle which is within the square but is not within the triangle."

You can draw the circle, et cetera, yourself, but it is wasted effort, resulting only in tintinabulating eardrums.

If a soldier, don't write home to your helpmate about your psychological standing in the army, unless you just passed grade E by your unfailing good nature. It's all right to admit to a woman that you are free from fallen arches and have a five-inch chest expansion, but for the safety of our Union, keep your mental activity to yourself and your top sergeant.

When a fellow walks into the psyching room and takes a quick slant at the first page of the test book, he says to himself: "What a cinch! One hundred per cent. for me."

But the psychers from Columbia University and suburban colleges have double-crossed him. It is just as easy to answer forty elementary questions bordering on arithmetic and common sense in ninety seconds as it is to name the colors on a chameleon pinned to your favorite star's hat.

As the examination for general or, as it were, wholesale intelligence now is given to the aspirants at twenty-seven camps and cantonments, there is a possible 410 points attainable. One receives grade A, which is equivalent to the Cross of the Legion of Honor or a D. S. C., for topping one hundred and fifty points. Thereafter, the classification drops to E, somewhere around fifty points, below which one is considered more or less justly to be a deficient, a lowbrow and a lump. Only seventy out of every five thousand reach the three-hundred mark, which is another good reason for promulgating baseball instead of dancing as our national sport.

I have been told, unofficially, that just seventy out of every five thousand soldiers are ex-newspaper men. In order to get this story straight I fell for Lieutenant Richmond's suggestion that I take the examination.

There are two kinds of examinations, one for the literate who can read and write English and another for the illiterate or foreign-speaking who cannot read or write English. The latter is the harder. Twenty per cent of the rookies are compelled to take it. It is optional with interviewers. In both examinations the recruits are tested in carload lots; there is not time for individual examinations.

In the regular, or Three R's examination,

the men are given pencils and examination sheets and grouped at tables or hold the sheets on their knees. The examiner gives the command "Attention," and each psyche holds up the pencil—thus proving that none is beating the clock. The examiner slowly and clearly (I'll say that for him) reads the instructions and then shouts:

"Go!"

About the time one has looked at his hand to see if the pencil still is in it, the examiner cries:

"Stop!"

There are several pages of examinations each averaging about forty tests and each trekking a diffest route through the poor abusing bean.

It pays to listen with both ears; witness, a page of such stuff as this:

LESLIE'S

Cross out the third letter from the last and underscore all letters of which there are two of the same.

7—3—1—4—2

There are five figures in a row. Draw a line connecting the first figure with the fourth and passing over the second and under the third.

To test your ability properly to tag a distinction when you see it, one gets forty of these to unwork in something like ninety seconds:

Example:—A bird **flies** and a fish **swims**.

To do:—Underscore the correct word in each case:

ghost : walk : : actor : run—smile
—faint—speak
man : truth : : woman : pretty—
false—young—smart

And here's a sample of the arithmetical mustard with which an otherwise painless day is inoculated:

If a first sergeant receives \$60 a month, sends his wife one-half his pay and each pay day spends one-sixth of three months' pay for War Savings Stamps, how many cigarettes at fifteen cents a pack can he buy with what remains?

The proper use of words in writing despatches and letters to the loved one is tested by a string of near synonyms and antonyms.

Example:—Black—white . . . same—opposite

To do:

derision—acclaim . . . same opposite
gorge—cram . . . same—opposite
diplomat—Kerensky . . . same—
opposite.

Pinochle and bridge players ought to get high marks in one test, which comprises a sort of high-low-jack-and-the-game set of pleated numerals.

Example:—There are four numerals in sequence; add two more in the same sequence, thus: A—B—C—D . . . E. F.

To do:

D—C—F—E . . .
G—H—J—K . . .

In the matter of proving a brand on horse-sense one has the opportunity to select the proper answers to various household questions, to wit:

Why is a fireless cooker useful?
Saves fuel
Looks like a phonograph
Is advertised

Why is there powder in a cartridge?
To make a noise
To keep the bullet from rattling
To project the bullet

Continued on page 455

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DOWN at Washington stands the Nation's capitol. It is more than a pile of stone. It is a monument to an idea: "The people *are* the Government." Under no other idea is there so great an opportunity to work out individual prosperity and individual happiness.

Back of the American idea suddenly has arisen the black menace of the opposing Prussian idea. Under it the people are not the Government. Under it the people live and prosper, or sacrifice and die, by grace of "Me und Gott."

Militarism is the mailed fist which supports the divine-right Government. It is typified in Hindenburg.

What a contrast is offered to Hindenburg's *militarism* by Pershing's military! Freedom's military is the *people embattled*. Autocracy's militarism is the *people driven*.

Our boys in France and Italy are the expression in military form of the people's own stern will. When Pershing speaks of them to President Wilson, he says, "Sir, *our* armies." The German soldiers are the servants of militarism. Of them Hindenburg says to the Kaiser, "Majesty, *your* armies."

The billions of dollars we are gathering here at home for military purposes have no taint of militarism on a single coin.

Germany began her war with no plans for elaborate taxation of her people; the Junkers expected to saddle the cost of the war upon quickly conquered nations. Not so does a free people make war! From the start we have gone down into our own pockets for every cent we expend; we have never thought of taking; we have thought only of spending our blood and our treasure to protect our ideal of free national life.

The menace of Hindenburg makes no American tremble. But it makes us grit our teeth and either fight or give! What the Government (which is the people) wants to borrow, we, the people, as individuals will lend.

The menace of Hindenburg shall cease to exist in the world even as a shadow; and we shall return to our individual pursuits under the protection of our national ideal successfully defended; and, please God, other nations, as the result of this struggle, shall join us and our already free Allies in the enjoyment of our blood-bought and blood-held freedom.

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This space contributed for the Winning of the War by
The Publishers of LESLIE'S WEEKLY

No Morons in Our Army

Continued from page 453

Why do we put shades on windows?
To keep out the cold
To keep out the neighbors
To beautify the house

After the scholar has been reduced to pool-room level with suchlike tests, the examiner springs a range of public information on him in this fashion:

Underscore the word properly answering each of the following questions:

In what state is Oshkosh? Iowa—
Wisconsin—New York—Vermont
Is Hog Island a . Camp—Farm—Ship-
yard—Ballpark
Is Billy Sunday a . Painter—Reformer
—Soldier—Dancer
Is a ukulele used in . Printing—Agri-
culture—Carpentry—Music

Within forty-five minutes the psychologists have obtained a correct line on several hundred men. The degree is forwarded and becomes a permanent item on the personnel record of each soldier. It is his shadow or his halo. He can't shake it. One is a class A man or one isn't. There is no alibi. That is all there is to it.

Classification of the men serves numerous purposes. In the first place, it allows an equitable distribution of the Henry Fords and the McAdoos among the companies, regiments and brigades, thereby preventing an accumulation of barnacles in any unit. Obviously it would be unwise to have all the lady-killers of a regiment in Company E. The entire company might be billeted in a chateau full of Y. W. C. A. chatelaines. Or, by the unselective method all of the mental *pétits poiss* might be foregathered in a trench mortar battery, which is a battery needing excellent discretion and equal valor.

The advantage of known and recorded intelligence extends to the selection of specialists and non-commissioned officers. Two men being equal in their special qualifications and physical beauty, the commander may refer to their service records when in doubt and find out that one is a class A man and the other, while seemingly fit, is really only a class E thinker.

About 300,000 men recently have been examined per month in some twenty-seven camps and there is no room for argument about the serious purpose of the tests. Top sergeants and officers who are experienced handlers of men have checked up on the results and say that the theoretical classification bears out their own practical size-up of the same examples.

The Psychological Society of America tipped the War Department to the scheme and the War Department experimented at Camps Dix, Taylor, Devens and Lee. Professor John Dewey and his battalion of Columbia University neurological valets laid out the examinations and broke

in the examiners. Now the system is thoroughly organized and automatic in the manner of any other army specialty. Not even the illiterate may dodge it.

The illiterate test is made up of graphic stunts which betoken the ray of mental sunshine without resorting to speech. For example: the examiner draws a curious maze on the blackboard. Then he traces the route of a bibulous person through it from entrance to exit. The class receives sheets on which are printed similar but not identical mazes and follow the leader.

Again, they are given a sheet of simple pictures, such as cats, razors, cook stoves and baby dolls, each with some essential missing. The instructor draws a chalky perspective of a Long Island first and second mortgage bungalow without a chimney. Then he adds the chimney. At the signal the class lowers its pencils and begins rapidly to add ears, lather, oatmeal and bottles. The tests grade intelligence even if they do not gauge knowledge or intimacy with the best collegiate English.

The psychiatrists grab a man physically and convert skin, eye, ear and nose troubles into the signs of his neurological zodiac. By exterior symptoms they unearth the relics of ancient mental disorders and free the petrified ruins of a misspent youth. A layman is surprised to learn that a large percentage of deficient, ranging from just moody to quite insane, are the harvest garnered from specific disease. The more one studies an army the more one realizes that not until society begins to call a spade a spade will the nervous disorders of higher civilization be properly classified and their causes properly cured and prevented. We have had an amber society made of celluloid. Most people are afraid to test their amber pipe stems with a match. Society is afraid of a match likewise—but why? Why?

One multi-millionaire built a hospital and forbids the treatment of specific diseases. He wanted pure patients in his hospital—let the town riot amid an aftermath of epilepsy, tabes and insanity.

Listen to the psychiatrist puzzle the recruits with leading questions that may sound like raking up family skeletons out of mere curiosity, but which really comprise a true vernier of the men's mental attitude:

"Does your wife treat you well?"
The answer rates the man.
"Are you afraid of darkness?"
"Are you sad in the morning?"

It's old stuff—many common dicks and desk sergeants know its general principles. It's new application is sweeping, and weeds out the actual morons, tabulates the harmless nuts and sends to treatment mild curables.

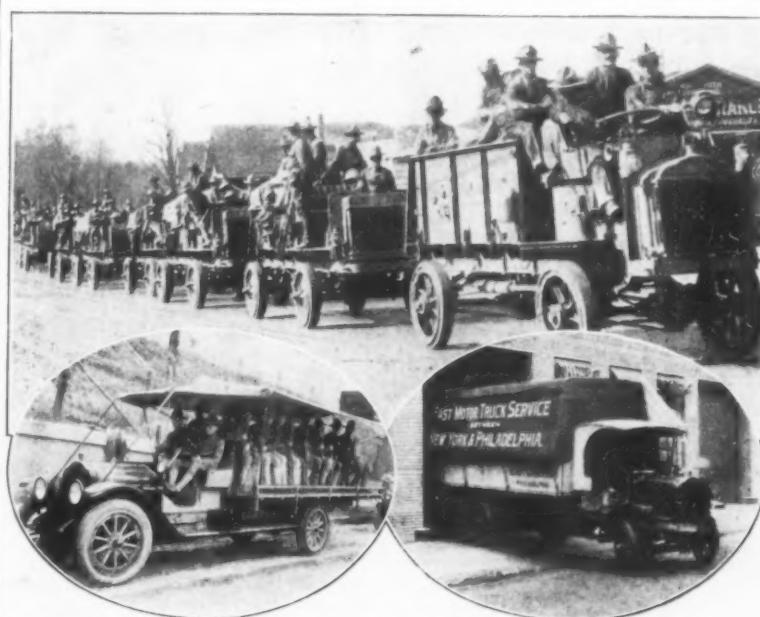
Show in New York

ATTRACTIOMS TO WHICH YOU MAY SAFELY TAKE YOUR DAUGHTER

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Broadhurst	Maytime	Farceful spy play	Liberty	Going Up	Breezy musical farce
Carnegie Hall	Concerts	Musical romance	Lyric	The Unknown Purple	Genuine thriller
Colono	The Maid of the Mountains	Music by leading organizations and soloists	Manhattan	The Wanderer	Popular spectacle
Central	Forever After	Big spectacle with music	New Amsterdam	The Girl Behind the Gun	Brisk musical show
Colman	Head Over Heels	Alice Brady in new play	Moroso	The Walk-Offs	New comedy
Colonial & Harris	Three Faces East	Ingenious spy play	Park	Opera Comique	Good singers in repertory
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Fort	Fiddlers Three	Bright operetta	Princess	Jonathan Makes a Wish	Whimsy of adolescence
Macrae Elliott	Tea for Three	Light comedy	Republic	Where Poppies Bloom	War melodrama
Metropole	Under Orders	Play with only two actors	Selwyn	Information Please	Jane Cowl in new comedy
Metropolitan	The Saving Grace	Cyril Maude in English comedy	39th Street	Another Man's Shoes	New comedy
Metropolitan	The Woman on the Index	Spy melodrama			
Metropolitan	Lightning	Delightful character play			

RATHER MORE SOPHISTICATED

Century	Sinbad	Al Jolson in girl show
Winter Garden	Passing Show of 1918	Snappy revue



At top: Ninety heavy trucks made the trip from Camp McClellan, Ala., to Atlanta, Ga., a distance of 125 miles, and carried back 1,500 tons of sugar for the soldiers in camp.

In middle: Military trucks and the new commercial truck-trains need Tarvia Roads.

(Photos courtesy Central News, Leslie's Weekly, and Commercial Photo Shop.)

General Goethals says we need more Good Roads—

"General Goethals, who resigned as State Engineer of New Jersey when he was appointed Army Quartermaster General, with direction of transportation, has recommended to the State Highway Commission that it spend all its available funds this year in building sections of roads that will enable the army to use motor-trucks and other vehicles to relieve the railroad congestion in hauling supplies to its camps and to the shipping bases. His report lists fourteen routes where immediate changes might be made to facilitate army transportation with trucks. "All the recommendations have been

accepted, and the first year's levy of the direct tax that, it is estimated, will total \$15,000,000 in five years, will be spent in improving military highways. Four of the routes carry traffic to New York, although the plans for improvements on all routes are intended to increase highway traffic to other ports. Other improvements affect the traffic on highways between Newark, New York, and the Quartermaster depots in Philadelphia, and all the manufacturing-plants between those cities. Better roads to Sandy Hook, the United States naval station at Cape May, and Camps Dix and Merritt are suggested." (N. Y. Times.)

Every state, every county, has its long through routes that should carry a swarming traffic of motor-trucks!

But one impassable mile, one neglectful township somewhere on the route from city to city, breaks the chain and forces shippers to use congested railroads as best they can!

Roads must be strengthened to withstand motor-truck traffic. This means that in most cases they should be built or treated with Tarvia, which reinforces the road-surface and makes it smooth, dustless and durable.

Tarvia has been successfully used on thousands of miles of roadway throughout this country, including many of the principal arteries of the nation.

No other road material is so popular.

Every state highway commission, every county and township authority, every citizen, should be interested in the good-road problem, which is so urgent if the nation is to mobilize promptly its food and its fuel, its munitions and its men.

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Be suspicious of tender gums



**Forhan's
FOR
THE GUMS**

**BRUSH YOUR TEETH
WITH IT**

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**Forhan's
FOR
THE
GUMS**

BE suspicious of any tenderness or bleeding of the gums. This is usually the first stage of Pyorrhea—an insidious disease of the gums that destroys the teeth and undermines bodily health.

Gradually the gums become spongy. They inflame, then shrink, thus exposing the unenameled tooth-base to the ravages of decay. Tiny openings in the gums form gateways for disease germs to enter the system. Medical science has traced many ills to these infecting germs in the gums weakened by Pyorrhea.

They are now known to be a frequent cause of indigestion, anemia, rheumatism and other serious conditions.

So watch carefully for that first tenderness or bleeding of the gums. Try Forhan's immediately. If positively prevents Pyorrhea (Riggs' Disease) if used in time and used consistently.

And in preventing Pyorrhea—it guards against other ills.

Forhan's (For the Gums) cleans teeth scientifically as well. Brush your teeth with it. It keeps the teeth white and free from tartar.

If gum-shrinkage has already set in, start using Forhan's and consult a dentist immediately for special treatment.

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Unconditional Surrender Our Terms

By CHARLTON BATES STRAYER

WHEN America entered the war she dropped the word "negotiation" from the vocabulary. We are out to beat Germany and Austria—"to a frazzle," to use a phrase of an eminent publicist. If before that end is reached the enemy grounds arms, cries "I surrender," and gives up the war's ill-gotten gains, we may then think of the substitution of talking for fighting. But the enemy is not whipped nor ready for unconditional surrender yet. He still holds Belgium, Alsace-Lorraine, and the rich ore districts of France, Russia, Serbia and Roumania. In an old-fashioned game of barter about a conference table the Allies would have little to trade but the German colonies, and we don't expect to settle the war by this discredited method. When Austria made her plea for a "confidential and unbinding conference" to discuss peace, she spoke not as one defeated or with one word of regret for having brought on the war. Her attitude was that of winner, or at least an equal in the game of war, and she still affirmed the old falsehood that the Central Powers have been waging only a war of defense.

Within twenty-five minutes from the time President Wilson received the official version of the Austrian peace note he had issued an absolute and flat rejection to the hypocritical plea. The rapidity with which the reply was made broke all diplomatic precedents. In the brevity and finality of its language it was one of the most admirable things the President has ever done. At this writing our Allies have not sent a reply to Austria's plea, but A. J. Balfour, British Foreign Secretary, at once said, "This cynical proposal of the Austrian Government is not a genuine attempt to obtain peace. It is an attempt to divide the Allies." France and Italy are absolutely at one with us in the purpose to crush Prussian militarism.

It is idle for the German press to say now that Austria made this move independently of Germany. We know very well that Vienna can't turn a hand without asking Berlin's consent. The diplomacy of Vienna excels that of Berlin in the same proportion that German arms excel those of Austria, so that Germany is quite content to have the more skilful Austrian hand pull her chestnuts out of the fire. The Austrian communication is the work of an adroit diplomat, but for all that the "saving clause" for the Central Powers cannot be concealed. Referring to the principles formulated by President Wilson in his speeches of February 12 and July 4 of this year, it recites that these have not encountered contradiction on the part of "his Allies," and says their application is likely to meet no objection on the part of the Powers of the Quadruple Alliance also, "presupposing that this application is general and reconcilable with the vital interests of the States concerned." The application of these principles would mean the freedom of every people now oppressed by Germany and Austria-Hungary, a proceeding which neither of the Teutonic Powers would readily acknowledge to be "reconcilable" with their "vital interests."

The Austrian proposal is fatally weak in ignoring certain recent facts in the case

which cannot be ignored in any peace conference that may be held. The skillful diplomat who framed this note makes no reference, express or implied, to the one outstanding fact in the present attitude of the Allies toward Austria-Hungary, and that is the recognition by France, Great Britain and the United States of the Czechoslovaks as a nation, a recognition which means the dismemberment of the Austro-Hungarian Empire. President Wilson has recognized, too, the racial aspirations of the Jugo-Slavs. There is nothing in Austria's proposal to indicate that she is ready as yet to talk peace on this, to her, humiliating basis. There is a second barrier, equally as insuperable, against the United States participating in any conference with Germany. President Wilson has declared there can be no negotiations with the "German Government as at present constituted." He has styled it a "thing without conscience, or honor, or capacity for covenanted peace." With such a government we cannot negotiate.

The first big move in the Teutonic peace offensive was stopped before it got fairly under way. Others are sure to follow in the course of fall and winter, each a little more insistent than the others, each willing to make little additional surrenders. Heed them not. Every consideration given to insincere peace bids dulls the fighting edge of a nation and its armies. We are whipping the Hun now. He wishes for peace because he is beginning to get a beating. All we need to do is to keep up the pace without giving him rest and we shall have peace with victory. When Austria reaches the point where she will break from Germany, acknowledge defeat, and be ready to accord freedom and independence of government to the oppressed peoples in the present Austro-Hungarian Empire, we shall be ready to talk with her, and not till then.

As to Germany, the case was never put more succinctly than by Senator Lodge when he said: "No peace that satisfies Germany in any degree can ever satisfy us. It cannot be a negotiated peace. It must be a dictated peace, and we and our Allies must dictate it." This is the feeling of the American people irrespective of class or party. Those who still hug the delusion that the war may be ended diplomatically fear that Senator Lodge's outspoken utterances will check the growth of the revolutionary movement in Germany and tend to unite the German people in a war of defense to the end. It is foolish at this stage of the war, when the Allied forces are steadily pushing the Hun back and the specter of defeat stalks before the German General Staff and the German people, to pay any attention to such fears. We don't expect to see the war ended by a revolution in Germany, or by talking gently to the German people. As Senator Lodge says, the war "must be won inside, not outside, the German frontier. It must be won finally and thoroughly in German territory and can be so won nowhere else." It is good American policy to let Germany know that this is our unwavering resolution, and that we and our Allies intend to dictate the terms of peace with which this "made in Germany" war shall end.

The Soldier's Chances at War

IT has been estimated from calculation made from death-rates in recent wars that the rate of casualties and deaths in battle rarely rise to over six per thousand. Curiously enough, the grieving mother, the worrying wife, the fearful sister, forgets that the annual death-rate for disease of men of military age in civil life is only 6.7 per thousand. The report for the week ending July 26, from our American Expeditionary Forces and the troops stationed in

the United States, shows an annual death-rate from disease of only 1.9 per thousand, or less than two men per thousand per year. This report is more than reassuring, when we remember that at Chickamauga during the Spanish-American War about 15,000 men died of typhoid without ever hearing a gun fired, or seeing the whites of the enemy's eyes. The fact is that today an enlisted soldier will live longer and better and healthier where he is than if he stayed at home.

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Readers' Guide and Study Outline

Edited by DANIEL C. KNOWLTON, Ph.D.

Weekly Suggestion: The attention of teachers is especially directed to the first of a series of four articles by Professor Beard—well known to the profession for his textbooks on Civics and American History—on the important and timely topic of budget-making. His references to the English system call to mind the earlier career of Lloyd George and the many important issues raised by his budget legislation. These would well repay study. The scientific basis of modern military effectiveness is illustrated by Mr. Estep's article and pictures, p. 443. The map, pp. 448-449 should be carefully preserved. It can be made the basis for many an interesting lesson in geography, and will also serve as an answer to many of the queries now being raised as to distances to be traversed and problems to be solved in order to bring the Germans to their knees. Every teacher desirous of bringing home the lessons of the war with the aid of LESLIE's and the abundance of material supplied by the Government should secure a copy of Teachers' Leaflet No. 4, *Outline of an Emergency Course of Instruction on the War*, published by the U. S. Bureau of Education.

Amid the Poppies of Northern France, p. 439. What qualifications are demanded of nurses? How great is the demand? How far does the Red Cross organization supply this need? How difficult and how dangerous a service is nursing "over there"? How common are the incidents referred to in this picture? Can you suggest any similar acts on the part of the Germans? How do they attempt to justify themselves? Look up the story of Edith Cavell as an illustration of the work of the army nurse. Read the account of her execution in Gibson, *Journal of a Legation in Belgium* (Doubleday). Look up the life of Florence Nightingale and contrast the conditions under which she worked and the heroism she showed with the experiences of a modern nurse. Read *A War Nurse's Diary* (Macmillan). Justify the steps taken by the United States Government mentioned in connection with the picture.

No Morons in Our Army, p. 443. What is a moron? How important is it that there should be none in our army? Enumerate all the tests represented in the pictures. Which in your judgment is the most important and why? Would any or all of these be valuable in testing fitness for business or professional life? To what extent, if any, are they used? Are such tests for soldiers any more needed today than they would have been in the days of our Civil War? Why? What is the meaning of "psychological" and "psychiatric"? How long have these terms been in use? How long ago did such tests originate? Of what advantage have they been to man?

As the German Line Cracks the Battle-Front Shifts Slowly Eastward, pp. 448-449. With this map before you, outline a plan for winning the war. What are the greatest obstacles to be overcome? How far are the Allies assisted by nature? The Germans? How serious a problem will it be to drive the Germans out of France? out of Belgium? Make a list of all the map features which should be taken into account in reaching a conclusion as to the possible length of the war and the difficulties ahead. What are the most encouraging points brought

out by a study of the map? Show on the map possible new lines of defense for the Germans. How far will it be necessary to penetrate Germany before a final decision is reached? Why? How does western Germany compare with eastern Germany as to important towns, resources, etc.? Note any places on this map which have served as important keys to that region in earlier European wars. How far are they likely to figure in this present war? Can you name any cities or towns which have already been the scene of decisive actions in the present war which were important in earlier struggles for the same reasons?

The Drive Toward St. Quentin, p. 447. Look up St. Quentin on map, pp. 448-449. How near the French frontier are the British forces? Do these pictures represent the general character of the country over which they will be operating in the future? What are the advantages and what the disadvantages of this "open fighting" as shown by the pictures? How does the task ahead of the British holding this part of the line compare with that of the Americans or the French? How important a part of France is this which lies ahead of the British industrially?

Trusting to Luck—A National Sin, p. 446. To whom does the British Chancellor of the Exchequer correspond in this country; how far are the offices alike; and how far do they differ? Who was the chancellor at the time this financial statement was in process of preparation? What important men have held the position of chancellor in England in the past? Why has it so often been a step to the premiership? How would it compare in this respect with any similar office in the United States? How nearly does our system of providing for our financial needs correspond with this? What are the merits of the British system? Explain a budget. Is it any more difficult for a nation than for an individual to prepare a budget?

Progress of Patriotism, p. 440. Describe by means of the pictures just how the draft regulations differed in 1863 and 1918. How do these pictures indicate "progress in patriotism?" Explain all the objections raised to the draft in 1863, pointing out in each case their reasonableness or unreasonableness. What possible objections can be made to the present regulations and how can they be met? Argue that compulsory military service is or is not in accordance with the ideals of democracy.

Vladivostok Greets Our Soldiers, p. 441. To what extent have American troops been landed in Russia? Where? What are they expected to do there? What problems are involved in getting them across the Pacific? Have American troops really penetrated Russia? Are they expected to? Explain. On what other fronts are American soldiers to be found? In how large numbers as compared with the western front?

The Ebb and Flow of the Metal Stream, p. 442. How important a part has the artillery played in the recent advances of the Allies? Why is the dead German artilleryman beside his field-piece "symbolic of the military situation of the Central Powers"? (See Week of War, p. 445, in this connection)

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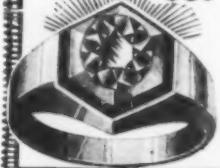
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The Melting-Pot

New York Socialists have decided to adopt an election platform this fall urging an immediate peace by negotiation.

The total number of American war casualties is over 28,000. England has buried 950,000 soldiers and France 1,250,000.

Massachusetts Republicans will call a halt in their political campaign while the Liberty Loan drive is on. Politics adjourned.

The most precious metals in the world, excluding radium, are now iridium at \$170 an ounce, palladium \$130 and platinum \$105. Gold is \$20.

A paragraph in LESLIE'S WEEKLY says, "Let the thinking people rule." Very good! And let the ruling people think!—Milwaukee Wisconsin.

An agnostic weekly, which has been attacking the Young Men's Christian Association as "a commercial association," has been denied the use of the mails.

A Montreal bank has been held by the court to be blameless for losses growing out of advice given to an investor by the manager of its investment department.

Over 200,000 habitual drug users have been found in New York State, including army officers and soldiers in camp. A drastic anti-narcotic law by Congress is demanded.

Handbills calling for a general strike to force the release of Tom Mooney, Haywood, and others were confiscated by the federal and city authorities at Jerome, Arizona.

In the Episcopal Cathedral and in many other Protestant churches of New York prayers were recently offered for the speedy recovery to health of the Roman Catholic Cardinal Farley.

Wives of our officers captured by Germans have been notified by the War Department that their pay must be cut off while they are prisoners. Under international law, their captors must pay.

Corporal Theodore Dukeshire wrote from the front to his mother, at 563 Eighth Street, Brooklyn, N. Y., that he is alive today because the Bible in his vest pocket saved him from a German bullet.

A threatened strike of Cleveland motor men and conductors because of the employment of women conductors was averted by a decision in the women's favor by Federal investigators.

A private at Camp McClellan, in Alabama, while playing with what he thought was an unloaded gun, to the amusement of his comrades, looked into the barrel, pulled the trigger and fell dead.

At the funeral of a British lieutenant-colonel at Caversham, England, the coffin was drawn on the oldest dray used by the firm of which the deceased was the head, and the driver was the company's oldest drayman.

Justice Hasbrouck, of the New York Supreme Court, says the dollar-gas law has been made unconstitutional because of the increase in the cost of labor and materials, rendering its enforcement "confiscatory and inequitable." Right!

Major General J. Franklin Bell protested against the conduct of a New York judge in sentencing a convict to enter the army. He says "the National Army is composed of the best of the nation and is not a refuge for criminals."

For the four years of the war our foreign trade reached over \$29,000,000,000, as against \$16,000,000,000 in the immediately preceding four years. Our imports jumped from \$6,687,000,000 to \$9,558,000,000, and our exports from \$9,000,000,000 to \$10,674,000,000.

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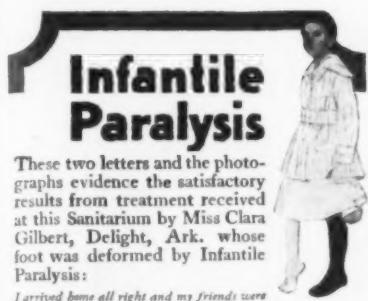
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Infantile Paralysis

These two letters and the photographs evidence the satisfactory results from treatment received at this Sanitarium by Miss Clara Gilbert, Delight, Ark., whose foot was deformed by Infantile Paralysis:

I arrived home all right and my friends were greatly surprised to see me walk flat on my feet. When I came to your Sanitarium I talked on my feet. I will gladly answer all questions with regard to my feet.

CLARA GILBERT,
Box 45, Delight, Arkansas.

I cannot praise your Sanitarium too highly for your great work. Clara's friends were surprised to see her feet straight. She has been quite a show girl since. We will gladly answer any inquiries in regard to your work for Clara.

MRS. CORDA GILBERT,
Box 45, Delight, Arkansas.

This private institution is devoted to the treatment of children and young adults afflicted with Club Feet, Infantile Paralysis, Spinal Diseases and Curvature, Hip Disease, Wry Neck, etc. Our valuable book "Deformities and Paralyses," with Book of References, free.

The McLain Orthopedic Sanitarium
905 Aubert Ave., St. Louis, Mo.

omizing. There are unusually heavy sales of automobile and bicycle supplies, pianos and organs, diamonds, watches and other jewelry. The well-to-do are not purchasing luxuries, but those formerly unable to obtain them are.

A patriotic Russo-American in Washington, when asked to subscribe for \$100 worth of Liberty Bonds, surprised his solicitor by subscribing for \$10,000 and paying cash. He had only been in this country twelve years. Go thou and do likewise.

In an address in England, Food Administrator Hoover said: "I am happy to say that food supplies are assured for the period of the war, and I do not think it necessary to estimate for more than two years hence. In less than two years the result will be victory."

Governor Graham of Vermont was asked by the Republican State Committee to resign, because discrepancies amounting to \$20,000 were found in his accounts when he was State Auditor. The Governor asked suspension of judgment pending examination of the accounts.

Astonishing reports of execution done by American colored troops with the bayonet come from France. Their partiality for the razor as a weapon makes them favor cold steel. The German soldier fears them because of the report that our colored troops always cut off their prisoners' ears!

United States Judge Clayton, of Alabama, when prisoners were arraigned before him, charged with publishing a Bolshevik circular, warned them that free speech does not protect disloyalty and that his court would discountenance the Bolshevik "half-baked idea of government composed of socialism and nihilism."

A German U-boat sailor interned in the United States received a letter from his wife saying that she was praying her husband would not be eaten up by Indians or hanged by cowboys with lasso ropes. She said: "If they should wish to scalp you, you should first make appeal to the king of America. Is he also an Indian?"

To meet the wants of the railroads, when Government control was established, a large number of cars and locomotives were ordered. It was planned to pay for these and to allocate them among the railroads on a rental basis. Some railroads now complain that they have been assigned more rolling stock than they can use and more than they care to finance.

Let the people think!

THIS ADMIRABLE PICTURE

which adorned the cover of a recent issue of JUDGE has been reproduced in full colors and mounted on a heavy mat 11 x 14, ready for the frame. For twenty-five cents, cash or stamps, we will send it, postage free.

A TRIBUTE FROM FRANCE
JUDGE ART PRINT DEPARTMENT
225 Fifth Avenue New York City



Play It 10 Days Free

We will send you any Columbia brass instrument on 10 days' free trial. If you don't find it the best, return it and get your money back. If you decide to buy, pay a little more.

Write Today! Send your name and address for our new book of instruments printed in full color. The booklet is FREE. Write today—RIGHT NOW!

Harry B. Jay Co., Dept 2447, 542 W. Jackson Blvd., Chicago



Learn Piano!

This Interesting Free Book shows how you can become a skilled player of piano or organ in your own home. It contains 100 pages of Dr. Quinn's famous Written Method, learned by leading musicians and heads of State Conservatories. Complete in one key, within 4 lessons. Scientific yet easy to understand. Fully illustrated. For beginners or teachers old or young. Price 50¢. Send today for 64-page free book, "How to Learn Piano or Organ."

M. L. QUINN CONSERVATORY, Suite D-1, Social Union Bldg., Boston, Mass.

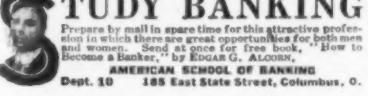


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Prepare by mail in space time for this attractive profession in which there are great opportunities for both men and women. "How to Become a Banker," by EDGAR G. ALDRIDGE.

AMERICAN SCHOOL OF BANKING

Dept. 10 185 East State Street, Columbus, O.

ANTHONY EUWER



WHILE "BOUND OUT" W.L.
DOUGLAS HAS BEEN CALLED UPON
TO DO MANY THINGS WHICH
SEEMED TO HAVE NO BEARING
WHATEVER UPON THE
TRADE HE WAS TRYING SO
HARD TO MASTER.

BEGAN
MANUFACTURING

JULY 6
1876

W. L. DOUGLAS

"THE SHOE THAT HOLDS ITS SHAPE"

\$3.50 \$4.00 \$4.50 \$5.00 \$6.00 \$7.00 & \$8.00

BOYS
SHOES
Best in
the World
\$3.00
\$3.50

You'll never need to ask "What is the price?" when the shoe salesman is showing you W. L. Douglas shoes because the actual value is determined and the retail price fixed at the factory before W. L. Douglas' name and the retail price is stamped on the bottom. The stamped price is W. L. Douglas' personal guarantee that the shoes are always worth the price paid for them.

Stamping the price on every pair of shoes as a protection against high prices and unreasonable profits is only one example of the constant endeavor of W. L. Douglas to protect his customers. W. L. Douglas' name on shoes is his pledge that they are the best in materials, workmanship and style possible to produce at the price. Into every pair go the results of sixty-six years' experience in making shoes, dating back to the time when W. L. Douglas was a lad of seven, pegging shoes.

CAUTION—Before you buy be sure W. L. Douglas' name and the retail price is stamped on the bottom and the inside top facing. If the stamped price has been mutilated, BEWARE OF FRAUD.

For sale by 105 W. L. Douglas stores and over 9000 W. L. Douglas dealers, or can be ordered direct from W. L. Douglas by mail. Send for booklet telling how to order shoes through the mail, postage free.

President W. L. DOUGLAS
SHOE COMPANY,
181 SPARK STREET,
BROCKTON - MASS.

W. S. S.

During October you may buy War Saving Stamps at \$4.21 each. On January 1, 1923, the United States Government will redeem them at \$5.00 each. The stamps bear interest at 4 per cent, compounded quarterly, if held until January 1, 1923. If redeemed before that date, the interest rate is 3 per cent. Thrift Stamps, costing 25 cents, count the same as cash in buying War Saving Stamps. Thrift Stamps offer an investment for "loose change." Stamps are for sale at post offices, banks, department stores, and a multitude of other places. Look for the letters

W. S. S.

Diamonds Still \$97.50 per Carat

THOSE are startling words now. Few can understand how we can offer such splendid grades at this tremendously low figure. But the Basch established policy. Send for our 1919 Diamond Book. Basch still sells you a diamond 1/2 carat stone for \$48.75, a 3/4 carat for \$48.75 and a 1 1/4 carat at \$22.00.

Let Diamonds Make You Money! Diamonds never were going up so fast. Wear these beautiful stones and feel every month you are worth more. Diamonds are going up and you might as well be in on the rates.

John Smith



Money Returned We issue with every diamond an iron clad, money-back contract that makes loss impossible. Basch is a legal binding contract to refund in cash full price, less 10%, any time within a year. It allows you full price in exchange for the diamond. Guarantees exact carat weight, quality and value. See that your diamond is Basch guaranteed.

Great Fountain Pen Value \$1.50

No. X70. Full 6 1/2 inch size, safety lever and clip, solid gold pen 14k gold tipped.

FREE Examination

Just select any diamond from this advertisement or from our catalog and we will send it for FREE examination. We pay all charges. Act at once—NOW!

Write for 1919 Diamond Book

Send the coupon for the Basch Deluxe Diamond, White Gold Jewels Book, free. Gives expert facts on diamonds. Send letter or post card NOW for FREE copy.

L. BASCH & CO. State and Quincy Streets Chicago, U.S.A.

Your Name in Gold FREE

Full guarantee. Gift certificate. Send for this pen right now. Don't wait. Wonderfully values at \$1.50 only.

Buy Liberty Bonds to the Utmost

THE duty of every American soldier is to fight for Liberty.

The duty of every American citizen is to lend for Liberty—to buy Liberty bonds and buy to the utmost.

Back up the Boys in France! Buy bonds of the Fourth Liberty Loan to the limit of your ability. Let your subscription equal the full measure of your patriotism!

S.W. STRAUS & CO.

Established 1882
NEW YORK
150 Broadway
Straus Building
Detroit Minneapolis San Francisco Philadelphia

36 years without loss to any investor

Jasper's Hints to Money-Makers



Mr. Samuel M. Felton, president of the Chicago Great Western, is the man who rehabilitated the railroads of France. He directed the construction of many miles of military railroads.



Mr. John G. Lonsdale, President of the National Bank of Commerce, of St. Louis, Mo., an institution with \$65,000,000 deposits. He was formerly successful in New York.



Mr. Tsunejiro Miyaoka, the jurist who has represented Japan in many international connections and accepted the invitation of the American Bar Association to address it.



Mr. R. S. Hecht, Vice president of the Hibernia Bank & Trust Co., New Orleans, who presided at the recent annual convention of the American Institute of Banking in Denver, Col.

IOWA SECURITIES On Part Payment Plan

Denomination
\$100 — \$500 — \$1000

We have issued two books of unusual interest to those who are seeking investments that combine

*Certainty of Income
Safety of Principal
Ease of Marketability*

Ask for Iowa Investments No. 1537 and A Safe Way to Save No. 1537 and learn how easy it is to own an Iowa Municipal Bond, Iowa First Farm Mortgage or Iowa First Farm Mortgage Bond.

Bankers Mortgage Company
Capital \$2,000,000
Des Moines Iowa

This Company has placed its entire sales force at the service of the 4th Liberty Loan.

Federal Bond & Mortgage Co.

Harry W. Ford, Pres.
90 E Griswold Street
Detroit (152)

Subscriptions and Service

We are prepared, as in past campaigns, to take your subscription on the Partial Payment Plan—monthly instalments.

Consult us in regard to your present holdings. Send for Booklet H-4.
"Your Liberty Bond."

John Muir & Co.
SPECIALISTS IN
Odd Lots
61 Broadway, N.Y.

THE stock market is like any other market. No one fixes prices for it. The law of supply and demand does that as it usually does for everything else, excepting when prices are arbitrarily fixed for certain commodities, during the stress of war, as has been the case in this country with steel and iron, wheat, coal, copper, and other things the Government needs, and whose prices it believes it should regulate for its own and for the common good.

We must not forget one basic fact as affecting the stock market today, and that is that, after a long period of liquidation, stocks are always closely held by those who have bought and paid for them and who are, therefore, in no danger of being shaken out because of slender margins.

Stocks were never more widely distributed in this country than they are today, as the increasing lists of stockholders of all the principal corporations disclose. Nor should it be forgotten that the market is no longer in danger of foreign liquidation to any considerable extent. Foreign holdings were long since liquidated and absorbed with astonishing readiness by our own investors.

The long-continued and rapidly increasing stream of new issues of securities poured out so abundantly in former years has ceased to flow. All these factors have contributed to leave the free market bare of stocks, so that when in demand they advance quickly. Holders are not sacrificing. They are under no compulsion to do so. The vast majority are holding for investment or for a substantial profit.

On the recent sharp advance there was considerable profit-taking, but the majority are still holding in the belief that present prices are too low. The market is, therefore, more in the nature of an investment than a speculative market. We usually have the latter as the natural outcome of lively times on the Street, with transactions reaching two million shares daily. In such a market, traders buy and sell for a quick profit of a point or two, or even less.

The greater the amount of this free speculative trading, the more quickly the change from the investment to the speculative condition. Usually this change doesn't come suddenly. It is generally preceded by a series of rises and falls, dependent on good and bad news and

continuing for weeks. A market of this character is the trader's delight. Its arrival is always indicated by the extraordinary number of shares traded in.

I have said for some time that basic conditions were good. I still believe that investment securities, if wisely chosen, will repay the patient purchaser in due season.

H., CLEVELAND, O.: Minneapolis Real Estate is very well regarded. The city is growing.

W., NEW YORK: This is not a market in which to sell at a loss, especially if the securities have substantial merit.

G., DEADWOOD, S. D.: Pressed Steel Car, U. S. Steel Com. and American Can Com. are fairly good speculations, but not among the best.

H., WINNEBUCK, NEV.: I do not advise the purchase of the Pan Motor Co.'s stock at \$10. Better put your investment in some well-established securities.

W., HAMILTON, O.: The Procter & Gamble, Bethlehem, and City Fuel & Power Co. notes are all good to hold till maturity. By that time you may be able to buy the steel stocks more advantageously.

B., LOWELL, MASS.: I do not recommend the purchase of the Canada Land & Fruit Co.'s acreage, unless you have positive information regarding its value. Plantation schemes as a rule fail to justify expectations.

B., CHICAGO, ILL.: Yours with the glowing literature about the Alaska Sulphur Co.'s stock is at hand. I agree with you that "the sinner isn't heavy enough." I suggest that you refer the documents to the Post Office Department.

H., CHICAGO, ILL.: Jerome Verde, at current prices, looks high enough. There have been signs of profit-taking by large holders. Sinclair Oil at \$10 looks like a fair speculation. It is not in the investment class.

K., LOUISVILLE, KY.: Galena Signal Oil Co. is not doing as well as heretofore. I doubt if the price can be maintained. The Company has a good basis for improvement. It might not be best to sell at a loss, at this time.

C., WELLSBORO, PA.: Virginia Carolina Chemical, like most of the companies of its kind, reports excellent business. Take a good profit when you have it in any security. You might have a better profit a little later on.

F., WORCESTER, MASS.: It might be wise to diversify your investment by buying a few shares each of the best industrials and railroads and the best of the low-priced bonds, including some of the foreign issues which are still attractive.

L., GLEN COVE, L. I.: \$500 might well be invested in the New York Central Convertible deb. 6%, Virginia Railway 1st, Montana Power 1st, Armour Co. deb., Bethlehem Steel 1st, and the Lackawanna 1st, all of which are excellent.

K., MEDINA, O.: Nothing is certain, but with equitable treatment of the railroads, such stocks as C. C. C. & St. L. pfd., around 70, Rock Island 7%, deb. around 76, Texas Co. around 150, and Colorado Fuel & Iron around 45 would seem to have possibilities.

H., CINCINNATI, O.: If you believe in the coppers, you will probably find the best purchase in Anaconda, Greene Cananea, Inspiration, Utah

and Calumet and Arizona. Mining stocks have never been my favorites. They are too unstable.

P., RICHMOND, IND.: You can find better and safer opportunities in securities that have not had such an erratic career. Safety is the first consideration at such times. Note my mention of securities of merit in answer to other inquiries.

E. A., BUFFALO, N. Y.: The circular speaks for itself. The promoters would like to use your money to develop their property. If they win, they will give you a small share of the earnings. If they lose, they lose what you put in. Old trick.

K., ELIZABETHTOWN, PA.: For one who wishes to provide an income by purchasing conservative stocks, putting not more than \$1,000 in any one issue, I recommend Atchison pfd., Corn Products pfd., New York Central, Texas Co., Union Pacific pfd., and U. S. Steel pfd.

F., NORFOLK, VA.: The Macauley Motion Picture Play is a legitimate enterprise, but the motion picture business is highly competitive. If you seek a conservative speculation, buy the well-established dividend payers that always have a ready market on Wall Street.

F., WEST HOBOKEN, N. J.: I do not advise the purchase as an investment, of the stock of the Tropical Rubber Co. Put your \$500 in a few shares of the best stocks listed on the New York exchange, the same stocks which the wealthiest men of the country are buying.

B., STAUNTON, VA.: The unquestioned demand for railway equipment and supplies at the close of the war ought to enable American Car & Foundry to maintain its present dividend rate, but only a sagacious statesman can predict the sequence of this terribly exhausting world-wide struggle.

V., WELCH, W. Va.: The Templar Motors Corporation, of Cleveland, and the Associated Pharmacists Corp. of New York, have no securities listed on the exchanges and no reports of their earnings are available. I think you can do better with your money if you seek an established investment.

R., WEST NEW YORK: 1. Any oil company that sells its shares at 10 cents a share is not the kind I recommend. 2. You can do better with your money, if you seek an investment, than by buying Williams Oil Co. stock at \$1.50 a share. Why not buy the dividend-payers that careful investors prefer? They are never peddled about by promoters.

G., DANVILLE, PA.: Among the best and safest investments for \$1,000 are the West Shore 4 per cent, bonds, running over 990 years, guaranteed by the New York Central and selling around 74; and the Kansas City Southern first 3's around 60, secured by a first mortgage on a property that has paid regular dividends on its preferred. U. S. Steel 5's, selling around 68, are choice.

S., SOUTH BEND, IND.: The hope of a speedy peace led to a sharp advance in foreign securities. Among those that still are attractive are City of Paris 6's around 95 and Dominion of Canada 5's, due in 1926, selling around 94. I think well of West Shore 4's around 75 and Kansas City Southern first 3's around 60. The West Shores formerly sold above par. I would not sacrifice B. & O. at present.

D., BEACON, N. Y.: Making an investment of one's surplus before going into the army is an excellent idea. You might buy one share each of American Locomotive pfd., Am. Woolen, pfd., Corn Products pfd., Am. Smelting pfd., Amer. Car & Foundry pfd., Bethlehem Steel 8% pfd.,

October 5, 1918

LESLIE'S WEEKLY

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Atchison pfd., Union Pacific pfd., American Telephone & Telegraph, Southern Railway pfd., and Houston Oil pfd.

T., STONY POINT, N. Y.: Manhattan Elevated has always been regarded as pretty nearly in the gilt-edged investment class. Its decline indicates the growing fear of careful investors that the rights of the public utilities securities will not be as fully safeguarded in the future as they have been in the past. The late Jay Gould recommended this stock to me as a permanent investment. But conditions then were different. I would not suggest it at a loss.

L., CLEVELAND, O.: Dayton Power & Light has suffered, as all the public utilities have, from the increasing cost of labor and material without a corresponding increase in income. As I long since pointed out, this condition, unless remedied, is full of peril, but steps are being taken to remedy it, with Governmental aid, if necessary. Anaconda Copper is one of the best of the copper stocks, but mining properties are constantly being depleted. Under existing conditions and for a long pull, it might be better to hold Dayton Power.

T., MERRILL, WIS.: While there are so many well-established, dividend-paying oil stocks of unquestioned stability for sale on the exchanges, I cannot understand how the public can be beguiled into the purchase of the raft of new oil securities constantly being exploited. It would be better to have one share of a sound, dividend-paying like Texas Co. at 150, Vacuum Oil, around 300, Houston Oil pfd., around 65, Standard Oil

of California around 200, or Standard Oil of N. J. around 500, than a thousand shares of Crown Oil at 25 cents a share, or Majestic Oil at \$1.25 as you quote.

L., DETROIT, MICH.: A small investor will find greater safety and more satisfactory returns, and a better opportunity for a speculative profit if he will put his funds in well-established, dividend-payers listed on the New York Stock Exchange where they always find a ready market. A small investment can profitably be made in one or more shares of such stocks as Atchison, selling around 85 and paying regular dividends. Bethlehem Steel 8% pfd., around 102; Rock Island 7% pfd., around 76; Colorado Fuel & Iron paying 3% and selling around 45; Corn Products Refining pfd., is paying around 7% and selling around par; Greene Cananea Copper, paying regular dividends and selling around 45. These are not guaranteed investments, but promising dividend-paying speculatives.

New York, September 28, 1918. JASPER.

Free Booklets for Investors

Higher rates of interest on the Pacific Coast justify the 7% paid on Seattle mortgages. Send

for a list of large and small ones to Joseph E. Thomas & Co., Inc., Third Ave. and Spring St., Seattle, Wash.

Banking by mail to secure 4% interest can very easily be done. The Citizens Savings and Trust Co., of Cleveland, O., one of the largest institutions of its kind, will send its interesting free "Booklet L" to any of our readers who may write for it.

"Getting the Most Out of Your Money" is an interesting little booklet intended for the business man and the investor who seeks the safest opportunities for a profit. A free copy can be had by writing to Department Y. M. Z., Babson's Statistical Organization, Wellesley Hills, Mass.

Some of the most profitable securities and those in which excellent speculative opportunities are offered are sold on the curb, including many of the best oil properties. L. R. Latrobe & Co., 111 Broadway, New York, will be glad to advise any of our readers regarding attractive curb securities.

Seven per cent bonds in denominations of \$100, \$500 and \$1,000, secured by first mortgages on improved Oklahoma farms and with interest payable semi-annually, are highly recommended by the Aurelius Swanson Co., 28 State National Bank Bldg., Oklahoma City, Okla. Write them for a list.

The richness of Iowa farms has long since been established by the rapid advance in their values. Iowa first farm mortgages and Iowa tax-free municipal bonds are specially dealt in by the well-known Bankers Mortgage Co., Des Moines, Iowa. Write them for their free "Book No. 153-C," on "Iowa Investments."

For over thirty-six years most successfully S. W. Straus & Co., 150 Broadway, New York, and Straus Building, Chicago, have been dealing in 6% bonds of the highest quality in denominations of \$100, \$500 and \$1,000. They invite investors large and small to write to them for a copy of their free "Booklet H 802."

To be a successful investor and speculator, one must be well posted. I know of no better market review than the "Bache Review." It will be sent free on application to J. S. Bache & Co., members New York Stock Exchange, 42 Broadway, New York. This "Review" is very ably edited and absolutely free from promotion schemes.

Opportunities for unusually large returns on bonds that before the war sold at much higher prices, and that after the war will undoubtedly fall back to their old figures, are now presented. John Muir & Co., Specialists in Odd Lots, 61 Broadway, New York, are doing a service to small investors by selecting a list of the best of these bonds in denominations of \$100. Write them for it.

Seattle, one of the wonderfully prosperous cities on the Pacific Coast, whose growth has been

remarkably stimulated by the war, is finding its 7% real estate mortgages much sought after. Write to the Northern Bond & Mortgage Co., 808 Third Ave., Seattle, Wash., for its illustrated "Booklet on the 7% Real Estate First Mortgage Gold Bonds," offered in denominations of \$100 and \$500.

Careful investors recognize the fact that never before have they had such an opportunity to get good returns on their funds. An interesting booklet entitled "The Twenty Payment Plan" and a fortnightly publication entitled "Investment Opportunities" have been compiled by Slattery & Co., Investment Securities, Dept. 79D, 40 Exchange Place, New York. Both are worth sending for.

"Securities Suggestions" is the title of an interesting fortnightly publication issued by the well-known New York Stock Exchange house, R. C. Megargel & Co., 27 Pine St., New York. The latest issues contain articles suggestive to those who seek opportunities for a profitable investment, including one on the "Graphite Industry," "The Oil Industry," "The Part Payment Plan," and an analysis of market conditions.

On the ten-payment plan, making payments in nine equal monthly periods, the investor gets all the dividends, reserves his right to sell at a profit and controls five times as much stock as his first payment would have purchased outright, and if he diversifies his purchases, he can have an interest in an industrial, a railroad and a public utility enterprise. In some securities this plan will yield much more than the average 6%. Write to E. M. Fuller & Co., members Consolidated Stock Exchange, 50 Broad St., New York, for their interesting "Booklet L 9."

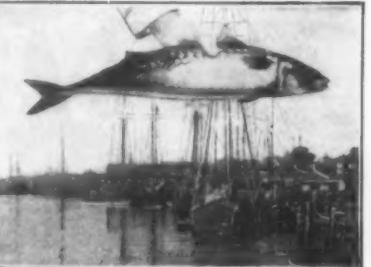
Many are learning who never learned before how to invest their little savings from \$100 upwards in securities yielding 50% more than the savings banks do. Heretofore, investors have been victimized too often by those to whom they appealed for financial advice. They permitted themselves to be misled by selfish promoters. Some of our largest banking institutions, realizing the new conditions since millions of new investors have bought Liberty Bonds, are taking particular pains to prepare accurate information for investors at regular intervals. This gives the investor a fine opportunity to select his own investments.

If he needs special information he can secure it without charge. The Guaranty Trust Co., 140 Broadway, New York, in its bond department, issues a monthly booklet of "Investment Recommendations." Any of my readers can have this booklet without charge by writing to the Guaranty Trust Co., 140 Broadway, New York, and asking to be placed on its free mailing list. Mention LESLIE'S.

Salt Mackerel

CODFISH, FRESH LOBSTER

RIGHT FROM THE FISHING BOATS TO YOU



FAMILIES who are fond of FISH can be supplied DIRECT from GLOUCESTER, MASS., by the FRANK E. DAVIS COMPANY, with newly caught, KEEPABLE OCEAN FISH, choicer than any inland dealer could possibly furnish.

We sell ONLY TO THE CONSUMER DIRECT, sending by EXPRESS RIGHT TO YOUR HOME. We PREPAY express on all orders east of Kansas. Our fish are pure, appetizing and economical and we want YOU to try some, payment subject to your approval.

SALT MACKEREL, fat, meaty, juicy fish, are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

CODFISH, as we salt it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters simply are boiled and packed in PARCHMENT-LINED CANS. They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself.

FRIED CLAMS is a reliable, hearty dish, that your whole family will enjoy. No other flavor is just like that of clams, whether fried or in a chowder.

FRESH MACKEREL perfect for frying. SHRIMP to cream on toast, CRABMEAT for Newburg or deviled SALMON ready to serve, SARDINES of all kinds, TUNNY for salad, SANDWICH FILLIN'S and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all our products. Write for it. Our list tells how each kind of fish is put up, with the delivered price, so you can choose just what you will enjoy most. Send the coupon for it now.

Frank E. Davis Co.

35 Central Wharf, Gloucester, Mass.

Please send me your latest Fish Price List.

FRANK E. DAVIS CO.
35 Central Wharf,
Gloucester, Mass.
Name _____
Street _____
City _____ State _____

SOLDIER AND SAILOR

Carry in your Pocket two or three envelopes of

Allen's Foot-Ease

The Antiseptic, Healing Powder.

These envelopes take up little or no room and are always ready for instant use in healing scratches and skin breaks, as well as for sprinkling into the shoes to prevent chafing of the feet and inflamed, foot-sore conditions. Allen's Foot-Ease takes the friction from the shoe and freshens the feet.

The Plattsburg Camp Manual advises men in training to shake Foot-Ease in their shoes each morning.

When writing to your Soldier and Sailor friends in Training Camps and Cantons, why not enclose an envelope or two of Allen's Foot-Ease. One War Relief Committee writes: "We are having many requests for Allen's Foot-Ease from the troops." Sold everywhere by Drug and Department Stores, 30c.

SEATTLE 7% MORTGAGES

We offer only carefully selected loans on improved Seattle property. Interest collected and forwarded to you regularly every six months. Seattle's growth has been solid and her prosperity permanent. We can help you to prove it. Send for current loan list.

JOSEPH E. THOMAS & CO., Inc.

Seattle, Wash.

THE BACHE REVIEW

Clear, condensed information weekly, on situation in business and financial world. Valuable to investors and business men.

Free on Application

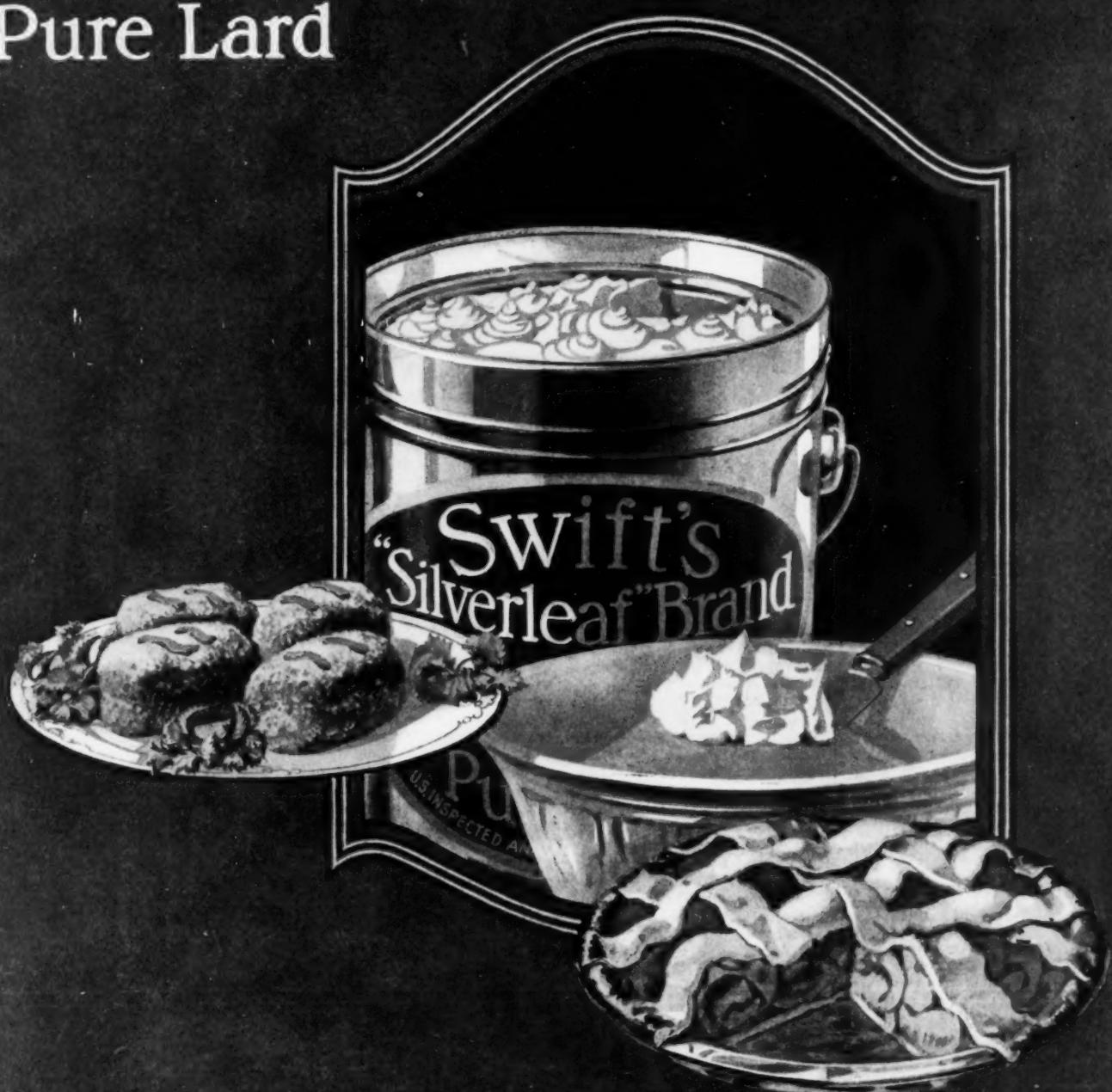
J. S. BACHE & CO.

Members New York Stock Exchange

New York

42 Broadway

Swift's "Silverleaf" Brand Pure Lard



Makes such a smooth, rich shortening.
Quickly fries food to a brown crispiness.

Use it to make flaky, delicious pie crust and light, tasty biscuits. Fry your croquettes and potatoes with it. See how dainty and flavorful they are!

Swift & Company
U. S. A.

A Message To American Business

The Lesson of British Experience

From an Address made in New York by Mr. Val Fisher, London Publisher, Member London Chamber of Commerce, Associate Member American Chamber of Commerce in London

"IN four years of war, many things have happened in Great Britain that I am quite sure you will be interested in hearing about.

"Some wonderful things have happened in advertising, through war conditions, and I want to touch on some of those things, that you may be prepared for the conditions that will probably arise as the war goes on. In the last four years the business men of Great Britain have learned more concerning the importance of building good-will through advertising than they did in forty years preceding the war.

"In considering business conditions in England you must bear in mind that **ONE-HALF OF ALL THE MEN IN ENGLAND BETWEEN THE AGES OF 18 AND 51 ARE IN MILITARY OR NAVAL SERVICE.** That means **ONE-THIRD** of our entire male population, from the infants in the cradle to the extremely old.

"You must bear in mind that 5,000,000 British women who never worked before have voluntarily gone to work to fill the places of men at the front. Hundreds of our women are working in factories making TNT—a work that ruins the hair and turns the skin yellow—thus sacrificing their beauty for the rest of their lives for the sake of Britain and freedom. We have only one business in England and that is to win the war. We are all concentrated on that one thing, even to the boys and girls.

"You would think under such conditions, with as many men in active service, in proportion to population, as you would have if you had 18,000,000 men in uniform—you would think under such conditions that retail business would be bound to be bad. And yet business is wonderfully good. You American business men are now in much the same position as were the British business men at the end of their first year of war. You are wondering what will be the effect of increasing selective service—you are anticipating restrictions on your business—and I want to tell you some of our experiences so you can profit by them.

"The department stores of any country usually reflect the state of trade. The profits of the twelve leading London department stores during the period of war were as follows: Fiscal year 1914-15, profits \$4,950,000; 1915-16,

\$4,250,000; 1916-17, \$5,575,000. In the Provinces the profits of the nine leading stores were: 1914-15, \$750,000; 1915-16, \$945,000; 1916-17, \$1,150,000.

"In the wholesale trade, the seven largest British houses increased their profits from \$3,429,000 in 1914-15 to \$5,885,000 in 1916-17. In the grocery trade, our leading chain-store firm made a profit of \$2,313,755 in 1916-17 and increased it to \$3,736,000 in 1917-18, the latter figure being \$1,000,000 per annum over their average for the previous five years. Lest you should think this is profiteering, I will tell you that the turn-overs justify such profits, and further, the British Government has recently declared there was no profiteering. Trade is good, abnormally good in England, because never before in its history have there been so many workers per thousand population—never before has the wealth of the country been so evenly distributed.

"The experience of Britain's retail stores contains an object lesson which should not be lost on the business men of America. During the first few months of the war, many stores cut down their advertising. But Selfridge did not. He did not skip a single day. He used all the space the papers would allow him to use and has continued to do so. The result was that Selfridge's profits during the first year of the war were \$573,000; during the second, \$750,000, and during the third year, \$1,125,000.

"Another London store, much larger than Selfridge's at the start of the war, decided to cut down its advertising, and did so until they saw their mistake, and the result is shown in their returns. This store's profits for the first year of the war were \$1,546,000; for the second year, \$1,000,000, and for the third year, \$1,175,000. From fourth or fifth place among London stores, in volume of business and profits, at the start of the war, Selfridge has climbed to **SECOND** place as the result of his continuous advertising, and he would be **FIRST** today, had not the war prevented building additions to his store.

"British manufacturers who have not a dollar's worth of merchandise to sell, whose entire plants are employed on Government work, are keeping their advertising continuously before the public, because while they are perfectly willing to turn their profits over to the Government, while they are perfectly willing for the sake of winning the war to have their factories commandeered and their normal business completely stopped, yet they are not willing to sacrifice their good-will; they are not willing to have their names or their products forgotten.

"And so they continue their advertising, continue building their good-will, so that when the war shall be won there will be an immediate demand for the billions of dollars' worth of merchandise that their greatly enlarged factories will then turn out.

"This is a time when every manufacturer, every business man, should look far ahead. Good-will cannot be built in a day, even by advertising. The war will not last always. We have all seen the mistake of being unprepared for war; it is almost as great and serious a mistake to be **UNPREPARED FOR PEACE.**

"What are you going to do with your acres and acres of enlarged factory space now employed in the making of War Products all over America, if you don't build good-will now for the goods you are going to make when the war is won? How are you going to keep the smoke coming out of your factory chimneys after peace is declared, if you don't keep your name constantly before the public now, and build a demand for your peacetime products that will insure a satisfactory business the minute you stop making munitions or other war supplies?

"The war has taught the manufacturers and business men of Britain that advertising is not only the least expensive way to sell goods, but that it also has the far more important function of **BUILDING GOOD-WILL**—a good-will whose benefits, especially in critical times, can hardly be measured. British business men have also learned that advertising can be used in time of war to **stop** the sale of their goods, and at the same time retain and even increase the good-will of the public. In a few cases British corporations have realized when it was too late, and after irrevocable damage was done, that advertising would have saved them.

"Moreover, you Americans must not forget your opportunities for foreign trade. Millions of people in Great Britain and France and Italy and Central and South America will be looking to you for American-made goods when the war is over. Those of you who are best prepared, those of you whose good-will is most firmly established, will reap the greatest benefit.

"From the outbreak of the war British business men clearly recognized their duty to their country and its fighting men. It was essential that they should strain every nerve to keep the trade of the country as near normal as possible during the war and it is just as essential that when peace comes they must be prepared to **keep every factory working at full pressure and to find employment for every employable unit.** It is only by such methods that Britain can pay for her share of the war.

"No nation stands to gain as much commercially from the war as does America. In Great Britain the per capita income is \$236, and the per capita debt \$589; in the United States per capita income is \$352, and your per capita debt is \$63.

"As you gentlemen know, I have been interested in fostering Anglo-American trade for many years. And I want to warn your manufacturing and export houses that **NOW** is the time to prepare for peace. I find a tendency here to neglect preparations for export trade until peace has been declared. There could not be a greater mistake. Now is not the time to export, but most emphatically now **IS** the time to lay your plans and build good-will.

"Through a long experience with Anglo-American trade I know that most of the failures made by British houses exporting to this country and of American houses exporting to Great Britain, have come about through the lack of adequately understanding the temperament of the public in the two countries.

"These are times of rapid and tremendous change. No man can rest on his laurels. Those who were leaders last year, those who are leaders now in their respective business lines, may be surpassed next year by far-seeing, efficient and **THOROUGHLY PREPARED** competitors who have laid their plans a long way in advance."

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